Liz Segel is the managing partner for McKinsey in North America and is a member of McKinsey’s Shareholders Council, the firm’s equivalent of the board of directors, and a member of the global partnership service team. She formerly led McKinsey’s Marketing & Sales Practice in the Americas and the New York office.

Since joining the firm, Segel’s work has largely focused on consumer marketing, growth strategy, and performance improvement. She has served clients across several consumer-facing industries including media, telecommunications, travel, entertainment, retail, financial services, and automotive.

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