Discussing Consultancy in a Shifting Landscape

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Interview with Fabian Vetter, Agora Strategy AG

By Theodor Himmel

Himmel:

Mr. Vetter, you work at Agora Strategy, a consulting firm focused on geopolitical and strategic analysis. Could you briefly explain what your role involves?

Vetter: Yes, of course.

At Agora Strategy, we work at the intersection of geopolitics, economics, and business strategy. Our goal is to help companies understand global developments and translate them into strategic decisions.

My role involves analysing geopolitical trends, identifying risks and opportunities, and supporting clients in adapting their strategies to an increasingly complex international environment. This can include topics such as supply chain disruptions, political instability, regulatory changes, or shifts in global power dynamics.

Himmel: How did you end up working in this field?

Vetter: It wasn't a completely linear path.

I studied political science and international relations, with a strong focus on global governance and security. During my studies, I developed a strong interest in how political decisions affect economic and business environments.

After that, I gained some experience in policy-related roles, which helped me understand how institutions operate.

At some point, I realised that I wanted to work in a more applied environment, where I could directly connect geopolitical analysis with practical decision-making. That's how I moved into consulting.

Himmel: What are the main challenges companies face today in terms of geopolitics?

Vetter: The main challenge is uncertainty. We are moving away from a relatively stable global order towards a more fragmented and contested environment.

Companies are increasingly exposed to geopolitical risks that they cannot control, such as trade tensions, sanctions, or conflicts.

At the same time, they are expected to remain competitive and resilient. This means that businesses need to integrate geopolitical analysis into their core strategy, rather than treating it as something external.

Himmel: Do companies generally take these risks seriously?

Vetter: More and more, yes.

In the past, geopolitics was often seen as something distant, mainly relevant for governments.

Today, companies realise that geopolitical developments can have direct and immediate impacts on their operations.

However, many organisations are still in the process of developing the necessary capabilities to deal with these challenges effectively.

Himmel: What kind of skills are important for someone who wants to work in this field?

Vetter: First, a strong understanding of international relations and global dynamics is essential.

But that alone is not enough. You also need to be able to translate complex political developments into concrete business implications. Analytical skills are very important, as well as the ability to communicate clearly and concisely.

In addition, it helps to have some understanding of economics and business, because ultimately the goal is to support strategic decision-making.

Himmel: What advice would you give to students who are interested in this type of career?

Vetter:I would say that it's important to combine theory with practice.

Academic knowledge is fundamental, but you should also try to gain practical experience through internships, projects, or other activities. It is

also useful to develop a broad perspective and stay informed about global developments.

Finally, be open to different career paths. There is not one single way to enter this field.

Himmel: Do you think that the importance of geopolitics will continue to grow in the future?

Vetter: Yes, definitely.

Geopolitics will play an increasingly central role in shaping economic and business environments. Companies that can anticipate and adapt to these changes will have a significant advantage.

At the same time, this also means that the demand for expertise in this area will continue to grow.

Himmel: Perfect, thank you very much.

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