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Fei is a partner in Deloitte Australia's consulting practice and the lead partner on Corporate Strategy within the Strategy and Transformation office for the Firm. In her current role, Fei is responsible for developing the Firm's corporate strategy and plays a key integration role in strategy execution. She has over 12 years of consulting experience working with senior Executives and Boards across multiple sectors including consumer goods, banking, energy, and private equity.

Fei is passionate about advising senior executives on the changing nature of market and competitive dynamics, as well as the strategic choices that organisations need to make to maintain and enhance their competitive advantage. Her main areas of focus include corporate and business unit strategy, business model innovation, strategy through to implementation, and portfolio optimisation.