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Aaron Schwartz, CFA, joined PwC in 2015 and leads strategy research and thought leadership for the Financial Services Advisory practice. In this role, Aaron has established a research practice that considers a range of interacting factors from technology innovation, policy and business model change to understand industry disruption and to advise clients accordingly. Aaron has 10-plus years of experience covering the technology industry as an equity research analyst at Macquarie, Jefferies and JP Morgan. Prior to joining PwC, Aaron covered a wide range of software sectors including vertical-specific applications, cyber security, analytics / business intelligence, cloud computing, virtualization, storage, and systems and network management. Aaron has authored multiple widely followed thematic publications, has been quoted in national and industry-specific publications including The Wall Street Journal, The New York Times and Barron's, and has appeared on media outlets such as CNBC.