

INTERNATIONAL TRACK100



“Opening Eden McCallum’s first international office in Amsterdam in 2008 significantly boosted revenues”

15	EDEN McCALLUM	
	Management consultancy	136.82%

FOUNDED by Dena McCallum and Liann Eden in 2000, this London company provides business advice to clients including Tesco, Lloyds TSB, Danone and Glaxo Smith Kline. Having recently

moved into larger offices in Amsterdam, the company expects to double its core staff to 60 during the next five years, with its next overseas office planned for either Switzerland or Germany. The business has no managing director, preferring to make decisions by committee, and works with a network of about 400 consultants globally. International sales have grown 137% a year.



Heleen Wachters, Marjon Wanders - Dutch Partners Liann Eden, Dena McCallum - Founding Directors

Rank 2011 Rank 2010 Company	Activity	Location of HQ	Financial year end	% annual international sales growth	2009-11 international sales, £000s	2007-09 international sales, £000s	2009-11 total sales £000s	Staff	Founded
15 Eden McCallum	Management consultancy	Central London	Jun 10	136.82%	4,184	746	16,043	26	2000