

Eden McCallum

No 'Kindersoldaten'

Dirk Ruschmann | 20 March 2015

A management consultancy brings its innovative business model to Switzerland.

Consultancy Eden McCallum, founded in 2000, is coming to Switzerland in April 2015. Offices in Zurich's Schanzengraben have been secured. The business model created by founders **Liann Eden** and **Dena McCallum**, both former McKinsey consultants, breaks with common consulting industry practice in two ways. Firstly, the firm does not operate the traditional pyramid structure in which

very junior consultants – so called 'Kindersoldaten' – learn on the job, while being billed out to the client. Eden McCallum's only employees are a handful of Partners who develop and scope projects with their clients; the right team is put together from a pool of hundreds of experienced independent consultants. According to one of the staff, teams are often somewhat smaller than those of the big strategy consultancies

McKinsey, Bain, or Boston Consulting (BCG). Working in this way, clients can reduce their consultancy costs by about a third. Secondly, project data remains with the client, while other consultancies keep it in their own database. Eden McCallum recruits primarily from McKinsey and BGC; the Zurich office itself is led by two experienced ex-BCG consultants.