

## 2006 Fast Track 100

**Rank: 58 Eden McCallum**

Women founders set up business while pregnant with their second children

Joint managing directors Liann Eden and Dena McCallum started this "virtual" management consultancy in 2000. The company offers consulting services, relying on 200 freelancers with MBAs and previous experience at top consultancies such as McKinsey, Bain and Boston Consulting. This structure enables the firm to be cheaper than traditional consultancies and gives clients more choice of people to work with. Its customers include Tesco, Virgin, BBC, AOL and Lloyds TSB, and 25% of its work is international. The company claims three-quarters of clients provide repeat business, boosting sales 82% a year from £1.5m in 2002 to £8.8m in 2005.

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This profile reflects the company at time of publication (as identified in top left-hand corner) and does not reflect any changes that may have subsequently occurred.

### Company facts

**Eden McCallum**

*Management consultancy*

Company website

Sales growth 81.69% pa

2005 sales £8.8m

2002 sales £1.5m

2005 staff 14

Founded 2000

Location of HQ Central London

If applicable:

\* = annualised figures

‡ = unaudited accounts