

*Tobias HOFMANN (97 BE)*

# Tailored and entrepreneurial management consulting

Tobias HOFMANN, founder and Managing Partner of Lansdowne Consulting, a global boutique strategy consulting group, shares his ideas on a tailored entrepreneurial consulting approach and the story of successfully establishing an international strategy firm.



## What is the history of Lansdowne Consulting?

The original idea to found Lansdowne Consulting began in 2004, when consultants from major management consultancies came together and established the firm's first office in London. Since then Lansdowne has grown significantly and is now represented by offices around the globe. Our consulting services portfolio

includes strategy projects, strategic & commercial Due Dilligences for investors and the delivery of multi-million € savings through spend & cost optimization projects.

## Why did you choose to leave the major consultancy firms and establish your own company?

Before Lansdowne Consulting, I was with AT Kearney and Managing Partner of Masai, a major European supply chain optimisation consultancy. The decision to establish our own business came from the conviction that the "classical" consulting model would erode in the future. My co-founders and I wished to create an innovative service model that would better match our client's needs. In addition,

it was our passion to create a truly international business across multiple regions, cultures and sectors in which we loved to work, as in the spirit of ESCP Europe.

## How is Lansdowne Consulting's business model accepted by your clients?

The acceptance is really driven by the inherent advantages of Lansdowne's business model. In comparison to the major consulting firms, Lansdowne has a slim and flexible internal structure based on the partners and a lean team of talented and entrepreneurial consultants. Sector expertise and insights is brought in as required through a large pool of consulting and industry experts that work in close cooperation with our firm. This allows us to offer teams that are highly qualified and tailored to the client's specific needs –we do not staff consultants or managers on a project because they are "available", but rather because they are the best ones for the job. Another key differentiator versus our competitors is the greater seniority, know-how & sustainability of our consulting teams, especially since Lansdowne's Managing Partners are always involved in the projects on an operational level.

## What makes your business model attractive for graduate students to join Lansdowne?

We are always looking for talented, motivated & internationally mobile graduates. Lansdowne offers an entrepreneurial, communicative & international working environment with a flat hierarchy structure. Talented consultants will get the chance to work hand in hand with our senior partners and quickly learn from their experience. Original thinking, personal initiative & entrepreneurial spirit are fostered and rewarded with a high variety of tasks, responsibilities and early Board level client contact. ●