



When we were challenged by BCG to hire MPD-level talent from their direct competitors

Background

Partner and MDP (Managing Director and Partner) is the highest designation in a management consulting firm like BCG. For BCG, it was earlier handled by retained search firms which had 2 major problems.



At least 150% higher cost for 1 hire:
and less flexibility to change



Slow and ineffective: Only 1-3 MDP
hires were happening in a year

Why us?

Considering our success on lateral hiring: SA2 to PL level since 2018, they challenged us to hire MDPs from their direct competitor firms.

How we achieved this

We conducted an extensive 3-month mapping exercise to hire MDPs across different practice areas.

**Successfully set up 20 MDP discussions
with BCG within just 4 months.**

This exercise strengthened our capability in mapping, which we could utilize for our other industry areas.

We carried out a paid mapping exercise for a large Indian conglomerate for their leadership roles.

**We grew to be the largest vendor for BCG
strategy in APAC with 53 closures in 2022.**