

Callum McCadden

RELEVANT EXPERIENCE

Business Development Executive - EcoAct / Schneider Electric Sustainability Business | Sept. 2023 – Present | London, United Kingdom

- Developed sales opportunities on Climate Risk (Climate Scenario Analysis), Scope 1-3 emissions, Science Based Targets, TCFD/CFD (UK), ESOS and carbon offsetting proposals.
- ~£300k Closed Won Dec '23 - Dec '24; ~70% of which self-generated new-logo business.
- Responsible for full sales cycle from outbounding and inbound management (HubSpot, Salesforce, ZoomInfo) through to contractual arrangements.
- Worked across all service lines at EcoAct and multiple geographies (UK, Europe and Emerging Markets).
- Led the creation of the new outbounding function significantly increasing outbound volume and conversion rate.

Sustainability Analyst - Freelance | August 2021 – September 2022 | Edinburgh, United Kingdom

- Managed the sale of *Untitled Oats* to Mackintosh Oats, providing 9x ROI for shareholders as part of a six-figure investment deal. Retained after acquisition to scale operations.
- Researched and presented on consumer-led solutions for climate and social justice issues for Scree Ltd's 'Project 2040', enabling the business to leverage its resources effectively.
- Designed a 'green-action plan' for Liberton Northfield Parish Church to deliver sustainability KPIs whilst managing culturally delicate relationships on sensitive issues.
- Analysed and provided strategic insights on COVID-19 personal transit data in Scotland for Sustrans, contributing to informed decision making.

Managing Director - Untitled Oats | May 2020 – April 2022 | Edinburgh, United Kingdom

- Co-founded start-up *Untitled Oats* during the COVID-19 pandemic, successfully creating a plant-based milk alternative produced with British ingredients.
- Outcompeted closest competitor across all outlets, leveraging start-up capital to establish a B2B and D2C (subscription) cold-chain supply system centred on a circular economy model.
- Led a diverse team through an uncertain and difficult political-economic climate, achieving ambitious growth targets while prioritising professionalism, capacity and employee welfare.
- Created an innovative process for commercial scale oat milk production, growing production capacity from research scale (25l/day) to commercial scale (1000l/day).
- Administered the company's accounts including budgeting, forecasting, VAT and payroll.
- Authored the company's 'Sustainability Report', conducting a comprehensive analysis of the business's sustainability across the entire supply chain, including carbon accounting (Scope 1-3).

EDUCATION

Risk, Disaster and Resilience MSc | September 2022 – September 2023 | University College London
Grade: Distinction

Sustainable Development MA Hons | The University of Edinburgh
Grade: First Class

SKILLS

- Proven client-facing skills in lead generation, relationship management, negotiation, and closure.
- Advanced data analysis and visualisation skills (Excel/ PSPP/ R-Studio/ ArcGIS).
- Excellent financial literacy – formally educated and directly experienced.
- Avid French language learner – approximately B1 (CEFR Grading).
- Conflict resolution: *University of London Resident Advisor (Sept. 2022 – Sept. 2023)*
- Outgoing character: *University of Edinburgh, Melbourne, London and UCL Mountaineering Club(s) (2017-Present)*