



Companies, People, Ideas

Even Better Living

[Dyan Machan](#), 12.27.04

[Back to Macro Money Maker](#)

Arpad (Arki) Busson has a dream job. We don't mean his long relationship with former supermodel Elle MacPherson. Arki Busson, 41, makes money just breathing.

Busson is the well-born French mystery man behind Switzerland's EIM Group who recommends hedge fund managers to a jet-set clientele. He got his start raising capital for Paul Tudor Jones of Tudor Investments. Good choice. In 1987, the year the market crashed and Jones shorted the market, Tudor's clients earned 201% on their money after fees. Then Busson repped Louis Bacon as the young Moore Capital manager debuted with an 86% gain. "After that, people took his phone calls," notes a Busson employee dryly.

EIM made Bacon, but Bacon also made EIM. While Bacon must sweat to deliver his share of profits, Busson gets up to 1.5% of an account's assets--for the life of the account. For instance, on the \$500 million he raised for Bacon, clients would pay Busson up to \$7.5 million a year as long as they kept their money with Bacon. But Busson wasn't content with his sides of Bacon et al.--he started taking money for his own fund of funds in 1992. Today that business, with \$5.5 billion under management, pays EIM \$83 million in management fees, plus a cut of any profits.

[Back to Macro Money Maker](#)