



## **Dubai Banker Taps Toronto's Boardroom Metrics for Middle East Talent and Consulting Expansion**

*Ex-Merrill Lynch Managing Director to lead international expansion that meets the increasing demand for experienced senior management in the Middle East.*

**Toronto, Canada** - September 3<sup>rd</sup>, 2013 - Canadian executive talent consultancy Boardroom Metrics announced today that it is taking the next big step in its international expansion by opening an office in the UAE. Currently, the Company has offices in Toronto and Mexico City.

Headquartered in Dubai, Boardroom Metrics Arabia will serve the Middle East and North Africa regions.

The Dubai office will cater to strong regional demand by organisations seeking to strengthen their management structures and increase capabilities at the Board level within both family businesses and public companies.

CEO, Ziad Awad, the former Managing Director of Merrill Lynch/Bank of America and Goldman Sachs in the Middle East will lead Boardroom Metrics Arabia.

Said Mr. Awad, "The proportion of companies that are still privately held in the GCC represents around 90% of all commercial activity in the region. The inevitable shift towards public equity markets has created increased demand by corporations for accomplished executives and senior, skilled advisors. Boardroom Metrics Arabia will play a big role in providing that exclusive talent for the region".

Boardroom Metrics offers a broad range of executive services and acts as a talent and cross-referral hub for senior consultants, coaches and interim managers. The firm makes intensive use of modern marketing techniques including the Internet and social media as part of its offering to both consultants and corporate customers.

"When Ziad approached us about the opportunity to serve the consulting and corporate communities in the Middle East we said yes immediately", said Jim Crocker, CEO of Boardroom Metrics Inc. "We knew we had the right leader and a dynamic market opportunity where our international executive and consulting services would be highly valued."

## **About Boardroom Metrics**

For corporate clients seeking high-level business expertise, Boardroom Metrics' roster of Accomplished Executives represents an easily accessible, one-stop talent shop. Internationally mobile, Boardroom Metrics Accomplished Executives can be parachuted into corporate clients as individuals or as a team for consulting, mentoring and interim management assignments. Founded in 1994, Boardroom Metrics Inc. is headquartered in Toronto.

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