

The World Search Group Moves to Solidify Its Knowledge Base

Atlanta, Ga—The World Search Group once again showcased its leadership in the world of executive search by developing new industry practice leader positions during its recent Annual General Meeting in Copenhagen.

Their decision is one of the few bright spots in what has been a rather dark path for the executive search industry during the past quarter. At a time when many conglomerate search firms are downsizing and contemplating closing branch offices to survive these turbulent economic times the World Search Group plans to use their new industry practice leaders to increase their share of the executive search market.

According to Maurice Dennis, chairman of the World Search Group and president of the London based search firm Dennis & Gemmill International, each practice leader will be paired with two to four other World Search members to form a practice group. Each group will spend the next three months collaborating on ways to market executive search worldwide to designated business industries. Each practice group will be responsible for one of eight industries, marketing and distribution, pharmaceuticals, biotechnology, manufacturing, financial services, not for profit, hospitality and consulting services.

"Although each World Search Group member belongs to a generalist executive search firm, every partner carries with him or her extensive experience in one industry or another," said Dennis. "The creation of practice leaders is our way of drawing from this great wealth of knowledge and experience."

In addition to developing marketing strategies, members of each practice group will serve as consultants to other World Search Group firms that may have limited experience in a certain industry.

"For example, if our partner in the United Kingdom is trying to develop a large hotel chain as a new client, a member from my team would be available to join him during the initial meeting with the client to help him present the wide scope of knowledge our World Search Group members have on the hospitality industry," said George Toner, Director of Canadian search firm Western Management Consultants and the World Search Group's Hospitality Practice Leader. "Once the partner secures a search with the hotel chain, the hospitality group will continue to support his efforts by providing valuable search resources and industry knowledge."

Practice leaders were selected based on the level of knowledge, experience and proven track record they had in one of the eight core business industries developed by the membership. Members of the organization view these new practice groups not only as a way of increasing business but also as a way to strengthen each firm's knowledge base, thus providing added value to their current customers.

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