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IMD INTERNATIONAL SEARCH GROUP UNVEILS RE-BRANDING New Name and Visual Identity Adopted

New York, NY (October 1, 2009) – IMD International Search Group, formerly known as IMD International Search & Consulting Network, recently unveiled a re-branding initiative as the organization enters a new and exciting chapter in its history. This re-branding initiative presents a bold, new brand visual identity with a new name, new logo and new web presence, www.imdsearch.com, designed to actively engage with its client community.

The new brand visual identity, with a logo comprised of three intersecting sections of the earth's spheres, is a symbolic representation of its unified presence across the globe and evocative of its heritage as a global provider of executive search and talent management services that has enjoyed tremendous success throughout its 37 year history, with a significant presence in every major market across the globe.

"We believe our new name enables the company to better emphasize its solutions focus and recommit to the values that made us the leader in executive search in our target markets," said Thomas Fuller, general managing partner of the US partner firm, Epsen Fuller/IMD, and IMD International board director. This heightens the focus on our superior ability to deliver world-class executives even for the most demanding of assignments. Our new icon with intersecting globes represents our ability to seamlessly interact on cross-border assignments and our enhanced web presence delivers fresh content and key analysis of industry trends," says Fuller.

"Clients look to us for the latest trends and news in the industry from the perspective of a leading search firm with a pulse on the global marketplace," adds Albert Hiribarrondo, IMD International board president and managing partner of partner firm, SIRCA in Paris, France.

In commenting on IMD International's new tagline, Trust, Expect, Discover, Sherilyn Shackell, chief executive of the UK partner firm, Highfield Human Solutions, and IMD International board director, said, "Clients trust IMD International to develop truly effective solutions for each unique market; they have come to expect that we are as focused as they are on delivering results; and they have discovered that IMD International Search Group brings intelligence, insight and innovation to the search process."

Founded in 1972, IMD International Search Group is one of the top 15 global search organizations with more than 40 offices in major markets and business centers throughout the world, providing instant access to a world-class executive talent pool serving the global economy. Operating through a matrix structure and organized by geographic and industry specialization, IMD International Search Group conducts more than 2,000 senior-level searches for clients worldwide each year.

The partners of IMD enable clients, Fortune 50 to emerging growth start-ups, to access and acquire the best executive talent, solve their most complex talent challenges, and excel through effective people strategies. Hiring new leaders is one of the most difficult tasks a leader faces. The demand for top talent has never been greater and organizations today, regardless of industry or location, seek experienced, credible leaders with the vision and skills to design winning strategies and motivate others.

IMD International Search Group is headquartered in Zurich, Switzerland with offices in emerging, developing and developed markets across North America, South America, Asia-Pacific, Europe and the Middle East and regional board representation in New York City, London, Paris, Amsterdam, Stuttgart and Tokyo.



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About IMD International Search Group

Founded in 1972, IMD International Search Group (www.imdsearch.com) is a Top 15 global search organization with more than 40 offices and 150 consultants in major markets throughout the Americas, Asia-Pacific, Europe and the Middle East. Providing instant access to a world-class executive talent pool serving the global economy, IMD specializes in placing top-tier executives throughout the world and specializes in the areas of technology, communications and media, pharmaceutical and life sciences, consumer markets, industrial and manufacturing, as well as the financial and professional services.

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