

News Release

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IMD INTERNATIONAL SEARCH GROUP EXTENDS REACH IN THE BALKANS REGION WITH A NEW PARTNER IN ROMANIA

Zurich, Switzerland (February 19, 2020) – IMD International Search Group extends reach in Eastern Europe with a new Partner based in Romania, covering as well other markets in the Balkans region.

IMD is delighted to announce the membership of **New Age Balance**, headquartered in Bucharest, joining our strong team in Eastern Europe with members in Poland, Hungary, Czech Republic and Slovakia.

Introduced to IMD by our Partner in Poland, Daniel Lewczuk (Executive Network), founder Loreda Dragomir had met our Eastern Europe team in Prague for a regional meeting, then she was invited as a guest to our global conference in Budapest last autumn. The agreement on a membership came naturally afterwards.

A fully retained generalist executive search firm, New Age Balance operates in almost all IMD industry practices. Aside from traditional sectors, other areas are rising in Romania and the Balkans, such as Agile Transformation, Digitalization, Lean Process Optimization and Continuous Improvement.

New Age Balance Partners Loreda Dragomir and Bogdan Costinescu operate in Romania in different services besides Executive Search. They also perform cross-border activities through CEE and CIS, with executive search and other services.

Prior to joining CNA International then founding New Age Balance, Loreda was managing the Romania and Bulgaria Practice of a German executive search group. She gained extensive experiences in the executive search industry and worked as COO then Country Manager for the Romanian branches of major executive search global groups. Loreda has a double citizenship - both Romanian and American, graduated from SUNY with a Master in Mathematics and she is working in getting her Doctorate degree in Communication with SNSPA in Bucharest.

Loreda Dragomir & Bogdan Costinescu comment: "With over 15 years' experience in HR consultancy and Human Capital advisory in Romania and Balkan region, the senior consultants of New Age Balance are your ideal partner for development of any company's full potential by corroborating International exposure with Eastern European knowledge, in depth understanding of local market, as well as strong, updated network of valuable candidates.

Our experienced team in Eastern Europe / Balkan region has a highly successful track record of both local and cross border mandates and will make sure you will find the best talent for your specific endeavors.

We are covering various industries from Pharmaceutical, Industrial, Automotive, Financial, Consumer / Retail and all portfolio of services – Executive Search, Interim Management, Market Mapping, Assessment and Development, professional coaching, etc.

We are excited about becoming IMD partner for the region, and looking forward a long lasting and successful collaboration".

"It was very important for us to put Romania on the IMD map", underlines Dr. Matthias Mohr, IMD President and Managing Partner of Dr. Heimeier & Partner. "The country has welcomed many relocated industries from Western Europe and has now a vast array of high technology manufacturing companies and subsidiaries, so the business prospects are very positive".



Visit their website for more information: [New Age Balance](#) [in Romanian, soon available in English]

About IMD International Search Group

Founded in 1972, IMD International Search Group, www.imdsearch.com, is a Top-20 global search organization with offices in major markets and business centers throughout the world, providing instant access to a world-class executive talent pool serving the global economy. Providing instant access to a world-class executive talent pool serving the global economy, IMD specializes in placing top-tier executives throughout the Americas, Asia Pacific, Europe, and the Middle East, and specializes notably in the following industry sectors: consumer, financial and professional services, industrial and manufacturing, life sciences, technology-communications-media (TCM), education-government-not for profit as well as leadership consulting services.