



**Amrop**

## NEWS RELEASE

### **Amrop perceives the world in contexts**

*New global logo and unified name as a strategic step to strengthen common identity and solid position on the global market*

The consulting company AMROP HEVER Slovakia – Global Executive Search has rebranded to Amrop Slovakia – Context Driven Executive Search. As a part of the geographically largest Executive Search organization in the world the company has been working on introduction of the new global logo and unified name since last summer. It is an outcome of thoroughly thought out and strategic process to strengthen common identity and position on the global market. Currently Amrop provide their services in 57 countries through 88 offices and in their area of expertise they are one of the top seven most successful global organizations worldwide.

Above that Amrop has introduced a new tag line "Context Driven Executive Search" which underlines traditional approach to the Executive Search so typical for Amrop. However, recent changes gave it new and fresher content. "In Amrop we always combine three fundamental strengths: Contextual Knowledge, Senior Attention and Global Network. It means that in our day to day work we provide our clients with consulting services based on thorough insight into unique local as well as global contexts affecting our clients and candidates. Our clients always benefit from wide range experience of partners and senior consultants working on their projects and our global network structure makes it easy for clients and candidates to access a wealth of knowledge and expertise available no matter where they are located," said Igor Šulík, Managing Partner of Amrop Slovakia. The combination of these principles – Context Driven approach – creates, according to Šulík, "the glue that unites individual group members and gives Amrop a unique advantage amongst other Executive Search organizations".

The new logo is the centerpiece of the Amrop communication strategy. It is called NEXUS and represents connection, context and relationship... It is made up of small colorful arrows pointing to one aim in the center. The various colors represent network of experts in different areas of business all over the world, joining their forces in order to meet the needs of a client who is always in the center of their attention. "Amrop has changed its image to emphasize and perfect everything it is good at and for what it has been valued by its clients for many years. Jenewein Group, of which Amrop is a part of in Slovakia, can also build on this latest development. Having such a strong global leading brand in our group portfolio makes us happy, proud and optimistic. New impulses like this make also a great start to the year ahead in which Jenewein Group celebrates its twentieth anniversary," said Martin Krekáč, Senior Partner of Amrop Slovakia and Chairman of Jenewein Group.



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New Amrop logo can be downloaded from:

[http://www.jeneweingroup.com/for\\_download\\_sk\\_amrop.php](http://www.jeneweingroup.com/for_download_sk_amrop.php)

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Amrop Slovakia is a consulting company with twenty-year history on the Slovak and Central European markets. Through their services focused on high quality human capital development and overall efficiency development Amrop Slovakia helps private as well as public sectors to address new market opportunities and challenges. Amrop Slovakia is a leader in providing solutions in the area of Executive Search, Board Advisory Services, and Management Audit & Human Capital Consulting, building its expertise around talented and experienced professionals with deep knowledge of individual sectors. As part of The Amrop Group (TAG) – the geographically largest network of Executive Search companies in the world, and member of The Association of Executive Search Consultants (AESC) – the most prestigious professional association in the area of Executive Search, it provides the highest level of services in this area.

Amrop Slovakia belongs to the portfolio of strategic holding company Jenewein Group.