

Boardroom Metrics Launches in Mexico, Bringing Out of Work Senior Executives a Second Chance

Rapid economic growth in Mexico brings opportunity for in-transition executives to seek a post-corporate career.

Toronto/Mexico City ([PRWEB](#)) April 30, 2013 -- Canadian senior executive talent agency Boardroom Metrics (BRM) officially launches its Mexico City office helping senior executives move into a post-corporate career. Based in Toronto, the organization coaches in-transition executives by preparing them to be prospective consultants, interim managers, board members and C level executives. BRM then brings its talent to the corporate world.

“Being out of work after the age of 50 is hard on everyone, including families,” said Luis Martin del Campo, President and Managing Director of BRM Mexico. “Particularly here in Mexico it is tough to have gone from a high executive role to a stage of transition. For executives, this transition period can be 18 to 24 months; we provide them with an alternative that can make them productive while that next career opportunity comes along.”

Boardroom Metrics offers programs for senior post-corporate executives and highly skilled niche experts. It provides them with a branded platform, a sales team to market their expertise, an administrative support team and advisory. This enables them to continue to be part of the business community and stay productive. A major component of the service immerses senior executives in the latest technologies of social media and blogging, enabling them to maintain a competitive edge in the marketplace.

Over the past few months, there has been a flurry of glowing headlines around the world announcing that Mexico will eclipse Brazil, and perhaps even Russia, India and China as the world’s most promising economic star. It is a leading emerging market where productive investments are rapidly growing. Boardroom Metrics recognizes an opportunity to provide competent interim managers and consultants who are experienced in filling as-needed, non-permanent positions to businesses in Mexico that are expecting a rapid growth under these economic conditions.

“Interim management, consulting and board member services are an attractive work option that meet the need of our executives and companies,” said Martin del Campo. “It provides a high degree of flexibility and cost effectiveness that’s not possible when employing full-time executive or niche-expert staff.”

"Social media is an important tool that Boardroom Metrics uses to bring its team to the corporate world through its website, Twitter (20,000+ followers), LinkedIn and Facebook presence. When employers need a consultant, the internet is the first place they go,” said Jim Crocker, CEO of the Toronto headquarters.

Canadian founding partners Karen McElroy and Jim Crocker, and Martin del Campo are all in their 50’s. “We get it,” said Martin del Campo. “We’ve been through it ourselves and now we are bringing support to others.”

About Mr. Luis Martin del Campo

Born in Mexico City, Luis Martin del Campo has held senior positions with IBM, Compaq and Cargill. He has lived in Mexico and the United States. Mr. Martin del Campo also founded Widea Business Consulting



providing industry best practices in customer acquisition, care and retention to clients in the technology, airline, financial, construction, consumer and tourism industries.

About Boardroom Metrics

Founded in 1994, Boardroom Metrics is a leading services organization providing professional business advisors, senior interim managers and full-time executive talent. Clients of the company have access to a broad range of industry expertise including retail, technology, manufacturing, consumer packaged goods, professional services and not-for-profit. Functional expertise includes governance, operations, finance, marketing (including social media), sales, IT and HR. Boardroom Metrics executives can be dropped into a client organization as an entire team or on an individual basis through consulting, coaching or interim management. Visit www.boardroommetrics.com.

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