

July, 2009

IDDAS strengthens board effectiveness team

IDDAS, the board effectiveness company of Savile Group plc, is pleased to announce the strengthening of its senior team with the appointments of Stephen Barden and Bernard Buckley. These appointments will bolster IDDAS' position as the preeminent provider of a wide range of services designed to improve the effectiveness of boards of directors and individual directors. IDDAS clients currently include 57 of the FTSE 100 companies.

Stephen Barden brings to IDDAS the experience and knowledge which he has built up over the past eight years as a coach-mentor, mediator and leadership development consultant with CEOs, senior directors and high potential candidates. These individuals come from sectors as diverse as media, investment banking, insurance, legal, public relations, medical, marketing, and alternative energy, both nationally and internationally. Prior to this Stephen had over 15 years in senior management roles, including Chief Executive of Axel Springer Television (Hamburg, London and Los Angeles), News Digital Systems (News Corp Group) and Quadriga plc, a portfolio company of Nomura International. He also served as Chief Operating Officer at BSkyB and Managing Editor of TV-AM plc.

Bernard Buckley is a board level executive coach and consultant with over 30 years experience gained in a wide range of industry sectors, including telecoms, financial services, media and the public sector. He has particular experience of business transformation, restructuring and mergers & acquisitions. As the board level Human Resources Director, he played a leading role in the integration of Energis into Cable & Wireless and the subsequent restructuring of the international business. Prior to C & W, Bernard worked as a consultant and executive coach for nine years across a variety of sectors, including investment banking, media and the public sector. He was Head of Organisational Development at the London Stock Exchange during the major restructuring in 1990.

Helen Pitcher, Chairman of IDDAS, said: "We are delighted to welcome Stephen and Bernard to our senior team. Their wealth of knowledge and experience will provide added momentum to develop IDDAS as the quality boardroom consultancy of choice delivering experience based governance, mentoring, coaching, facilitation and development services to senior executives and business leaders."

Jonathan Cohen, IDDAS Co-founder and Executive Chairman of Savile Group, said: "The expansion of our senior team comes at an exciting time for IDDAS. With the current focus in the media on Corporate Governance and effective Board leadership, IDDAS is uniquely well placed to provide the broad range of capabilities which boards increasingly need to improve their effectiveness."

Note to Editors

IDDAS is the only full service organization meeting the needs of individual directors and boards through a range of services which include: assessment, coaching, mentoring, facilitating, board effectiveness reviews, corporate governance, ethical leadership and women & boards.

The IDDAS team includes the following, whose biographies can be found on the IDDAS website (www.iddas.com):

Jonathan Cohen (Director), David Stewart, Helen Pitcher (Chairman), Philip Beddows (Director), Mark Winkle (COO and Executive Coach), Stephen Barden (Senior Executive Coach), Mary Allen, Ian Bell, Diane Bright, Claire Coldwell, Denise Collis, Sue Cox, Stewart Davies, Elizabeth Filkin, Lord Freeman, Cristina Grace, Tony Goddard, Ffion Hague, Annie Harding, Laurel Herman, Daniel Hodson, Chris Leslie, Kevin McGeever, Sir Nick Montagu, Philip Parker, Ian Parsons, David Potter, Harry Richardson, John Salmon, Hilary Sears, Martin Smith.

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