



## **FOR IMMEDIATE RELEASE**

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## **MGCG Establishes Presence in Fort Lauderdale-FL**

*New Fort Lauderdale office will support growing demand for management consulting solutions, including executive coaching, training and focus on knowledge, project, operations and risk management.*

HOPKINTON-MA & Fort Lauderdale-FL – March 17, 2004 – MGCG Inc., an international management consulting firm focusing on knowledge, project, risk and change management practices announced today the expansion of its US-based presence by establishing an office in Fort Lauderdale-FL. The initiative is part of MGCG's strategy in offering better service for the South of United States and Central America, by being closer to its prospect clients and enabling the delivery of service much closer to their needs and business requirements.

By establishing a local presence in Florida, MGCG will capitalize on the growing demand for management consulting solutions focused on knowledge, project, operations and risk management from key market segments including educational institutions, manufacturing, telecom, government and financial services. MGCG's activities in Florida will be led by Robert Torres, a former EMC senior professional with successful practice in the region and several years of technology and management experience.

"MGCG is gaining recognizable traction in Central America, and by proactively responding to demands in that region the company is advancing its position as the premier provider of world class management consulting, staff augmentation and



training/coaching solutions in the areas of knowledge, project, operations and risk management," said Marcus Goncalves, President of MGCG. "In the past six months we have had clients coming from Puerto Rico and Mexico after our services. Our new office in Florida will make it easier to serve those clients. Robert knows I have a special interest in Central America, and I think he will be key to our strategy there."

"Globalization, coupled with the power and reach of the Internet, has almost erased the physical boundaries that separated the United States from the rest of the world. Combining synergies, experience and technology to leverage the power of IT is almost essential to the survival of a business in today's fast-paced ever-changing world. By strategically positioning itself in the southern half of the United States MGCG will fill the business needs of these local and regional markets as well the Central American and Caribbean region," says Robert Torres. "I am extremely excited to be part of an organization with a successfully proven track record."

## **About MGCG**

MGCG ([www.marcusgoncalves.com](http://www.marcusgoncalves.com)) is a privately held Massachusetts Corporation based in Hopkinton MA. The Company is an international management consulting firm, with offices in Brazil, Argentina and Turkey, whose aim is to turn knowledge into action (read profits!), by using the Knowledge Tornado™ concept, developed by Marcus Goncalves, in the areas of knowledge, project and risk management for the benefit of its clients, its people and its communities. MGCG is a member of the Project Management Institute (PMI), and a Microsoft Solution Provider.