

McKinney Rogers Appoints Sir Robert Fry as Non-Executive Director

NEW YORK, N.Y., May 29 (SEND2PRESS NEWSWIRE) – International business performance consultancy, McKinney Rogers, whose American operation is headquartered in New York City, announced today the appointment of Sir Robert Fry KCB CBE as a non-executive director. In this new role, Sir Rob will bring a wealth of strategic planning expertise to McKinney Rogers, from his vast experience at the highest levels of business, the armed forces and government.



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Sir Rob is a vice president at the EDS Corporation, running the company's defense services business and holding commercial portfolios in the Middle East and Africa.

Prior to his career in business, Sir Rob enjoyed an exceptional military record which included command of everything from a Special Forces detachment to the Royal Marines. As director of operations in the Ministry of Defence, he was responsible for the military strategic direction of the UK's response to 9/11 and briefed the Cabinet in session and successive Prime Ministers in private.

His most recent military operational job was as Deputy Commanding General of

coalition forces in Iraq, where he was awarded the US Legion of Merit. Sir Rob has also been awarded Commander of the Order of the British Empire (CBE), having previously been a Member of the Order (MBE).

Damian McKinney, CEO and founder of McKinney Rogers, comments: "Sir Rob's appointment marks an exciting time for the consultancy as its revenue, people and client engagement all continue to expand. The extensive operational experience he brings with him will prove to be invaluable to the organization as we ramp up our global presence."

In addition to his military and business careers, Sir Rob has also established himself within academia. He was recently a visiting fellow at King's College, London and is a prize winning essayist who has published widely in military professional journals in the UK, US and Australia and in translation in Europe.

Sir Rob is currently a freeman of the City of London and maintains military links as colonel of his old regiment.

About McKinney Rogers:

McKinney Rogers is a global business performance consultancy, with operations in the UK, Europe, Africa, Asia and the US. In partnering with its clients, McKinney Rogers strives to continually add value, by focusing on driving business performance and delivering sustainable growth year on year. Its Business Performance Solutions take business from strategy to execution through the rigor of robust processes and behaviors.

McKinney Rogers works with a number of global clients including Diageo, Pfizer, Wal-Mart and Thomson Financial Services.

Visit McKinney Rogers' website at www.mckinneyrogers.com

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