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## BOYDEN LAUNCHES EAST AFRICA OPERATIONS

### -- Top global executive search firm opens new office in Nairobi to serve the burgeoning East Africa region --

**NEW YORK AND NAIROBI, November 19, 2015** – Boyden, a global leader in executive search with more than 70 offices in over 40 countries, today announced that the firm has opened a new office in Nairobi, Kenya, further expanding its presence to a third region in Africa.

Boyden has appointed Farah Samanani as Managing Partner to lead its East Africa operations, serving Kenya, Tanzania, Uganda and Ethiopia.

"The increasing investment in the region by global organizations has created an exciting landscape, and there is strong demand for world-class professionals to repatriate or transfer to East Africa", said Trina Gordon, President and CEO of Boyden World Corporation. "With Boyden's rich heritage as a pioneer in global executive search with local expertise, we offer an ability to support clients' leadership solutions in this growing market."

"Farah's extensive management experience, her network of connections in East Africa, as well as her passion for the rising tide of economic opportunity in her home of East Africa will make her a key member of Boyden's global team", said Magdy El Zein, Managing Partner for Boyden Middle East and North Africa.

"There is an abundance of opportunities for leading professionals in East Africa", added El Zein. "However, there are some challenges for businesses to identify those individuals with the right credentials, education, knowledge and experience. At Boyden we are ideally suited to identify the very best talent to help transform multinationals and regional businesses."

Boyden East Africa will be led by a Boyden team adept at working within a global economy. Client service offerings will include high growth sectors such as financial services, real estate, life sciences & healthcare, technology and industrial. Since 1999 Boyden has operated within the Middle East and North Africa (MENA) region, customizing international services to reflect the local market and the international clients Boyden serves. Sub-Saharan Africa continues to be supported by the firm's Johannesburg regional office.

Ms. Samanani has worked in a number of different sectors and geographies, including North America, India, the Middle East, and Africa. She started her career in the US as a management consultant focusing on the healthcare industry. She subsequently returned to Kenya as the Director of Strategic Planning within the Aga Khan Development Network.

In 2013, Samanani founded Kenyans Come Home, the first boutique executive search company in East Africa. The firm focuses on the repatriation of experienced, educated and talented members of the East African diaspora into regionally based roles. She holds an MBA from the Yale School of Management and a bachelor's degree in economics from McGill University in Canada.

#### **About Boyden World Corporation**

Boyden is a global leader in executive search and talent advisory services with more than 70 offices in over 40 countries. Founded in 1946, Boyden specializes in high level executive search, interim management and human capital consulting across a broad spectrum of markets and sectors. For further information, visit [www.boyden.com](http://www.boyden.com).

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