



IMC USA

Institute of Management Consultants USA

Setting the Standard for Excellence & Ethics in Consulting

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**Andy Birol, Veteran Business Growth Consultant,
To Deliver October 6, 2012
Keynote at IMC's International Conference, "Grow"**

WASHINGTON< DC – The Institute of Management Consultants USA (IMC USA), announced that Andy Birol, Founder of Pittsburgh based Birol Growth Consulting (www.andybirol.com), will deliver the keynote address on **October 6th 2012** in Orlando, Florida at IMC's International Conference, "Grow." In his keynote, titled "Crossing the Consulting Valley of Death: Lessons and Learning's from a Lone Wolf," he will share his personal lessons in recapturing success following business setback, breakdown, and trauma amidst financial meltdown, client bailout and family heartache. Through examples and anecdotes of setback, breakthroughs, and belly laughs, Birol will describe how he navigated his 15 year-old business past these challenges and how he rediscovered his Best and Highest Use®

Dr. Gayle Carson CMC, CSP, Conference Co-Chair says, "I have known Andy for over 10 years and his knowledge, innovation, business acumen and genuine concern and care for his client is stellar. He is the perfect example of how a one person boutique firm can become a giant in the consulting industry."

Specific information on content and the registration process will be available at the Institute of Management Consultants USA website in the coming weeks at www.imcusa.org

The Institute of Management Consultants USA promotes excellence and ethics in management consulting through certification, education and professional resources.

IMC USA provides the only certification for management consultants in the US that conforms to the international standards of the International Council of Management Consulting Institutes. ICMCI sets global standards of technical competence and professional conduct for consultants in more than 48 nations.

About Andy Birol

Andy Birol, Founder of Birol Growth Consulting, is an international business-growth consultant, author, keynote speaker and business coach. He helps business owners create profitable growth by growing their Best and Highest Use®. He has enabled more than 450 businesses increase their sales by \$500 million.

The media have turned to Andy for his expertise in small-business growth. He has been interviewed by *The New York Times*, *The Wall Street Journal*, CNN's *Dollar Signs*, *Entrepreneur*, *Business Week*, and *Inc. Magazine*. Andy is a prolific writer of more than 400 articles published internationally and is the author of five books.

About the Institute of Management Consultants USA

IMC USA is the ISO/IEC 17024 certifying body and professional association for management consultants and firms in the USA. The IMC USA mission is to promote excellence and ethics in management consulting through certification, education, and professional resources. IMC USA awards the profession's internationally-recognized designation of the CMC® (Certified Management Consultant®) and CMC Firm™ (Certified Management Consulting Firm™). The CMC® designation is recognized in 48 countries, including 17 of the G20, and is the highest earned recognition that can be achieved in the management consulting profession. It is a standard for excellence competence and ethics in consulting. The CMC® designation acknowledges extensive experience, technical competence, peer reviews, client satisfaction, and oral and written examinations of and adherence to the IMC USA Code of Ethics. For more information about IMC USA, please visit www.imcusa.org.