

# FINANCIAL EDGE EXECUTIVE RESOURCES

**For Immediate Release**

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## **Financial Edge Executive Resources expands regionally with opening of Rochester, NY office.**

*Professional recruiting firm opens office on East Coast to broaden search capabilities beyond the Midwest.*

GRAND RAPIDS, MI — March 15, 2005 —Financial Edge Executive Resources, a regional professional executive search and recruiting firm specializing in the placement of senior level financial and accounting professionals on both a direct hire and project basis, announced today that it has opened an office in the Rochester, New York area. The new location further expands Financial Edge's geographic reach: the company is headquartered in Grand Rapids, Michigan.

Financial Edge will quickly establish a base in New York due to the expertise of Joe LaLonde, a 10 year veteran in the field. Joe is Managing Director of Financial Edge New York. "Bringing Financial Edge to Rochester will fill a niche that has been overlooked in the marketplace," said LaLonde. "We will look to expand in upstate New York markets where companies are struggling to hire senior-level accounting and financial professionals."

Joe is also a frequent speaker and media source for career management, job search, and employment outlook for the local hiring environment in finance and accounting. He has over 10 years experience recruiting finance and accounting professionals in the Western New York area, and previously worked in sales and management roles in the consumer products industry.

This expansion further strengthens Financial Edge's expertise and capabilities, including their joint venture relationship with the Grand Rapids based WilliamCharles Executive Search. "Our comprehensive search process, combined with a steadfast commitment to placing the best people, resonates in any market," said Bill Benson, Financial Edge Partner. "We are exploring additional expansion opportunities that make sense based on our model."

"As we expand our offerings within the markets we serve, Financial Edge has been very well received. In today's climate it is as critical as ever to have a very strong financial team. Our Financial Edge group is well networked in the industry and provides our clients with the targeted results they are looking for as they build their financial functions," added WilliamCharles Executive Search partner Chuck Smeester. The fiscal year 2004 was very successful for Financial Edge, with the company seeing a revenue increase of 70% over 2003. Financial Edge is making additional staff hires in New York, as well.

## **ABOUT FINANCIAL EDGE EXECUTIVE RESOURCES**

Financial Edge Executive Resources, a division of WilliamCharles Executive Search, specializes in providing professional accounting and finance personnel on both a permanent and project basis. Financial Edge delivers experience, integrity and results.

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