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Interim America Launches New Interim Management Firm, Focusing On Consumer Products & Packaging Industry For Immediate Release March 2007

Interim management is a fast-growing billion-dollar industry in the U.K. Now Interim America, a new company based in the Charlotte NC area, is being launched to meet growing demand in the U.S. for short-term management executives in a variety of positions.

"Although interim financial officers have been available for years, our focus is on key executives skilled in top management, sales, operations and performance improvement for turnarounds, M&A integration, key executive absence, and other critical situations where fast, skilled assistance is needed," said Chris LaCorata, president of Interim America.

"We are building on our extensive experience in the consumer products and packaging industry, including plastics, beverages, bottling and related fields."

LaCorata himself is a veteran of successfully leading several organizations through times of critical change in operations areas. Most recently he completed a substantial corporate restructuring of a bottled water company in New England. Previously he has held a variety of executive operating roles including vice president, multi-site director, and plant manager for major consumer product companies such as Nestles, Coca-Cola and others. He has also served as a management consultant.

"Interim management provides hands-on execution of business strategy and initiatives with full accountability for measurable results," LaCorata said. "This is in contrast to growing dissatisfaction with expensive consulting solutions that often go unimplemented.

"Today's business environment with skyrocketing energy and employee costs, relentless pricing pressures and increasing competition demands results fast. Interim management provides skilled expertise with no permanent increase in cost or headcount."

His decision to launch Interim America was based on in-depth research and planning. "We have surveyed top executives of leading manufacturing and distribution businesses, who find this concept very appealing," he explained. "We focus on guiding the organization through change, making tough decisions, realigning the focus of the team and installing a system for high performance that is capable of continuously improving results even after we leave."

Interim America provides short-term leaders in areas such as chief executive, chief operating officer, vice president, division director, and on-site factory management.

"Interim management is a strongly established discipline in the U.K.," LaCorata said. "The Interim Management Association there has thousands of members, for example. We expect to see this field grow rapidly in the U.S. over the next few years as more and more companies realize it is a more cost- and time-effective solution to their needs."

For more information, visit www.InterimAmerica.com or call 803-547-9896.

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