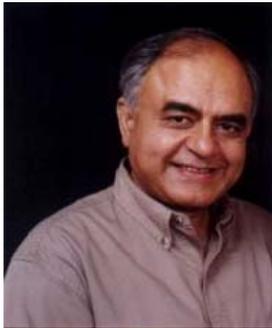




Press Release

THE PARTHENON GROUP
Boston • London • Mumbai • San Francisco



Gurcharan Das Joins Parthenon Group Advisory Board Renowned Author, Management Guru, and Public Intellectual Takes Advisory Role with Strategic Advisory Firm

[The Parthenon Group Press Release 7/27/10](#)
FOR IMMEDIATE RELEASE

Mumbai, India, July 27, 2010 – Reiterating its commitment and focus towards strengthening their India operations, The Parthenon Group, a global strategic advisory boutique, has announced the appointment of renowned author, management guru and public intellectual, Gurcharan Das to its strategic advisory board for their India office, which is also the firm's Asian headquarters.

With an experience carved over a 30-year career across six countries, in advising companies on corporate strategy, Gurcharan Das joins the advisory board to advance Parthenon's business strategy and support the executive team in identifying market opportunities as the firm continues to capitalize on the growing market demand for its services in Asia.

Commenting on his association with Parthenon's advisory board, Gurcharan Das said, "I am pleased to be associated with an eminent global consultancy firm like The Parthenon Group. After having seen the commendable work being accomplished by the promising team of The Parthenon Group's Mumbai office, I am convinced that the firm's growing Asia business will play a significant role in the expansion of the firm's global business. In my role as a strategic advisor to the firm, I look forward to advising and guiding the team to tactically develop the firm's business in Asia."

Gurcharan Das, who graduated with honors from Harvard University and later attended Harvard Business School (AMP), where he is featured in three case studies, is on a number of corporate boards, and is a regular speaker to management teams of the world's largest corporations. He has been on the juries of the McKinsey Award for the best Harvard Business Review article and the \$500,000 Milton Friedman award. He is also a renowned author and columnist.

"We are extremely privileged to have Mr. Das on the Asian strategic advisory board of The Parthenon Group. He brings with him vast knowledge and expertise in the business strategy domain which will definitely help our firm grow in this incredibly dynamic region of the world. We look forward to his counsel and guidance to further strengthen the focus of our team of highly experienced consultants," commented Bill Achtmeyer, Chairman and Managing Partner of The Parthenon Group.

[About The Parthenon Group](#)

The Parthenon Group is a leading advisory firm focused on strategy consulting with offices in Boston, London, Mumbai, and San Francisco. Since its inception in 1991, the firm has embraced a unique approach to strategic advisory services built on long-term client relationships, a willingness to share risk, an entrepreneurial spirit, and customized insights. This unique approach has established the firm as the strategic advisor of choice for CEOs and business leaders of Global 1000 corporations, high-potential growth companies, private equity firms, educational institutions, and healthcare organizations.

For more information, please visit www.parthenon.com

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