

# PRESS RELEASE

## **New World Marketing, Inc. announces John R. Davis as Executive VP of Executive Search Placement Division**

**Houston, Texas:** New World Marketing Inc. announced today the appointment of John R. Davis as executive vice president in its executive recruitment practice. John is an executive recruiter with 20 plus years experience and is recognized in the financial services industry as one of the nation's premier executive recruiters. Davis has exceptional instincts and extraordinary communication in working with clients and candidates. He will be responsible for expanding the firm's services in the search business, focusing on mid and upper level management, senior executives and officer positions in the insurance and reinsurance industries.

"As New World Marketing is growing rapidly, we recognized the need to recruit a senior-level professional with significant experience and talent in recruitment. The financial services industry today offers a rich and diverse span of opportunities that can be reaped through employment opportunities, new product concept development and the formation of business alliances," said Robert S. Cauthen, Jr., New World Chairman and CEO. "John's a perfect fit for our organization and we are excited to have to have him join our team as we have significantly increased our search business," Cauthen said. "New World's clients will benefit from John's integrity, insight and recruitment experience, he appreciates and understands the ongoing evolution of the recruiting process and he will have even a greater influence in the positive direction of the company."

John received his Bachelor of Arts degree in Psychology from Duke University, Durham, North Carolina. Davis entered the personnel field and shortly thereafter devoted himself exclusively to executive search. In 1978 John founded Davis Management Consultants, placing executives on a national level as search consultants to the financial services industry. He is highly respected for his product knowledge and understanding of the requirements to successfully place management level executives. John conducts his business in accordance with the highest standards of professional and ethical conduct.

"This is a great opportunity at an opportune time," said Mr. Davis. "New World is a vibrant and growing business and is known as an insightful partner and innovator by its insurance and reinsurance clients. I'm excited to bring my recruiting experience to the broad mix of talents and skills of the firm," said Davis.

Founded in 1996, New World Marketing, Inc. is a consulting and strategic positioning firm which has developed a successful search practice specializing in the identification and selection within the financial services industry. We are experts in *Life, Health, and Annuity Insurance, Strategic Planning, Marketing, Product Innovation and Distribution Strategies*, providing product concepts and solutions to senior management in leading insurance and reinsurance companies. Our executive search practice is comprehensive, covering: *Actuarial, Financial, Technology, Broker / Dealer, Marketing, Underwriting, Legal and other specialty functions and disciplines.*