

Press Release – Career Advantage

November 2009 sees the launch of Career Advantage, a new consultancy that provides a unique one-stop service to senior executives, both expatriates and local nationals, who are seeking to advance their careers in the Middle East.

Career Advantage is the brainchild of founders Jeremy I’Anson and Steve Royston, both of whom have substantial experience of working in the Middle East, as well as many years working together in Executive Search in their native United Kingdom.

The Career Advantage concept is based on the premise that senior executives need to see themselves as personal corporations, and follow the same disciplines when selling their services as they would when managing the businesses they work for.

As Jeremy explains, “when looking to move into new areas, businesses research the market, assess the opportunities, hone their products and services and develop top-flight sales collateral before entering the market. The process should be no different for executives when marketing their own services.”

“But we often see outstanding people let down by the quality of their CVs, their lack of preparation for interviews and their lack of knowledge of the environment in which they are seeking to work. Many senior people haven’t needed to apply for a new job for years, and are either too busy or too preoccupied to apply the necessary discipline to marketing and selling themselves. “

“Moving to or within the Middle East can take people out of their comfort zones and out of reach of their personal networks. Career Advantage acts as the personal marketing team for the senior executive. We make sure that executives are fully prepared for the next step in their careers. What’s more, we aim to build an ongoing relationship with them, so that we stay by their side as their careers develop.”

Career Advantage provides personal advice and guidance for senior executives looking for their next career move in the Middle East. Depending on the needs of the individual, the service includes preparation of a CV targeted at individual roles and employers, interview coaching, briefing packs on targeted companies, introductions to Executive Search firms best suited to deal with the executive’s particular talents, and introductions to people living and working in the region who are willing to brief executives and their spouses on living conditions within the countries where they are intending to base themselves.

For first-time expatriates, Career Advantage also provides consultations with tax experts who are familiar with the taxation issues inherent in moving to another country.

For nationals of Middle East countries Career Advantage provides advice in presenting themselves to the English-speaking job market , as well as CVs written in English, Arabic and other languages as appropriate, such as French, German and Spanish.

As Steve says, “The Middle East is one of the most dynamic job markets in the world. The region, with its vast natural resources, will be prime destination for ambitious executives for years to come.

Employers are sophisticated and savvy. They don't accept second best. Preparing yourself for the next move, especially in the Middle East, can be a daunting and time-consuming process. If you want to find out about a company who wants to interview you, or you want to know about the cost of living and the do's and don'ts in a particular city or country, you can spend days scouring the internet search engines and end up with confusing and contradictory information. If you want to sharpen up your CV, you can pay large sums of money to someone who knows little about the culture, expectations and requirements of the local job market."

"The Career Advantage service is designed to provide the kind of toolkit that I would want to have at my disposal if I was looking for a senior role in the Middle East. It's based on our own experience and wide consultation with executives working in the region today. Above all, it's personal , it's aimed at the needs of each individual and it's results-oriented."

Notes to Editors

Career Advantage is a British company set up to help senior executives, both expatriate and local, make their next career moves in the Middle East.

The Career Advantage website is at www.careeradvantage-uk.com.

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