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Title: **International Centre for Families in Businesses starts the new year with new CEO**

With 2012 underway, the International Centre for Families in Business (ICFIB) is delighted to announce the forthcoming appointment of its new Chief Executive Officer, Dani Saveker.

Saveker is the former CEO of her family's 106 year old manufacturing business based in Birmingham, which went into administration in March 2009 following the impact of the recession. Armed with great experience, huge passion and a commitment to families working in business together, she joins ICFIB in February.

The organisation was founded by John Tucker in 2005 to ensure that family businesses received the best possible support from their accountants, solicitors and advisors as well as providing very specialised consultancy. Tired with simply talking about issues affecting family businesses, the board of directors and Dani share a common belief that solid support and day to day action is needed for families in business to grow and develop. John stated "I see Dani's appointment as a clear and positive statement about the future of ICFIB and look forward to an exciting year ahead under her leadership".

ICFIB currently provides education, consultancy and research to family businesses and their professional advisors. There are exciting plans ahead to develop the ICFIB offer significantly. 2012 will also see the launch of a new peer group membership scheme to help support, coach and challenge both current leaders and the next generation of management within family businesses.

The Centre for Economic Performance at the London School of Economics recently reported that second and third-generation run family businesses tended to have weaker management than non-family-run businesses. A key part of ICFIB's work is to provide essential support to these family businesses through training professionals in how to best to be part of the external team of advisors often needing to understand the complexity of family working in the same business.

Saveker is hoping that the new scheme will be the first of many for ICFIB and commented, "I know as a 4<sup>th</sup> generation member of my family's business that I would have really benefitted from being part of a peer group - not only to challenge me and my thinking but also to know that I wasn't the only one going through issues that can so often affect family businesses. I think being with your peers is essential when you work with family, it's not like you can just go home and talk about what happened at work.

I'm really excited about the opportunity ahead as chief executive of ICFIB and it's almost as if this was what I was always supposed to do. Stepping out of Savekers was a very emotional and traumatic time but with what lies ahead I'm looking to using my experience to help other family businesses. It's a big responsibility and one I'm really looking forward to".

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