

# NEW ASSOCIATION

## U.S. interim management organization launched

Tapping a market already successful in Europe, Executive Director Chris LaCorata has founded the Interim Association as the first

American group devoted to the interim management industry, those executives who lead organizations through transitional periods.

LaCorata said he is building the group based on a European model, where the use of interim leaders is a billion-dollar industry, growing on average 20 percent yearly in the past decade.

He said comparable patterns are now surfacing in the U.S. In an interview with *CEO Update*, he said formation of the new group is particularly timely because the current economic climate calls for skilled people to help take businesses through a difficult time without additional resources.

The Charlotte, N.C.-based, 501(c)(6) asso-



ciation has begun with approximately 200 members and established a tiered dues structure. Benefits include an information resource

on interim management, an online directory and discounted event attendance. Members come from across the U.S. and numerous industries.

LaCorata, formerly vice president of operations at a bottled water corporation, ClearSource, has also been an interim himself. He said he viewed the interim management model as being very powerful and underserved in the U.S.

The association has begun forming international relationships and would consider global expansion in the future, LaCorata said. ■

—Jordan Magaziner