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BUSINESS SOLUTIONS  
WORLDWIDE

## THE MGI-NA COMMUNIQUÉ BULLETIN

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### *Braver—An MGI Success Story*

Braver, a 200 person firm in Boston, Massachusetts, joined MGI in 1997. Patrick Riley, the firm's current President and CEO, became very involved in marketing Braver's international service capabilities and building relationships within the MGI association. During this time, Patrick was a client service partner who envisioned the need for an alternative to the Big 4 and second tier firms to service the international needs of privately held companies. A few years after joining MGI, Patrick became the Area Coordinator of MGI North America. Subsequently, Patrick was voted to the worldwide Management Committee and then became the Chairman of the entire organization.

Due to its membership in MGI, aggressive marketing in the Boston area, and relationship building with MGI members, Braver engaged many new clients with international service needs. In addition, work with current clients was retained and expanded.

Braver's MGI success stories include the following clients:

- Innoveer Solutions Inc.—a local Boston venture advisory firm with foreign offices in Amsterdam and London. Innoveer was seeking a viable alternative to the Big 4 and subsequently engaged Braver due to the firm's membership in MGI. Innoveer's Amsterdam and London offices are currently serviced by local MGI member firms.
- Brattle Group Inc.—a Braver client whose international operations in London and Brussels were previously serviced by a second tier firm. Braver learned that the company was not satisfied with them and Patrick arranged a meeting with the London and Antwerp MGI member firms. Brattle Group was impressed by MGI's service capabilities and the second tier firm was replaced. As a result, Braver's stature with this large client was increased and any potential competitive threat was eliminated.

Braver has many MGI success stories like these. To learn more about how Braver benefits from membership in MGI and to hear additional Braver MGI success stories, contact Patrick Riley, President and CEO of Braver at 617-559-4405 or [priley@thebravergroup.com](mailto:priley@thebravergroup.com).