

# ★ **EU**RA The **Eu**RApean

*Movers and Shakers*  
April/May 2010

## **Nathalie Bourdin Gazal and Tony Weiss Launch Expat Relocation France**

**Expat Relocation France** has been founded by Nathalie Bourdin Gazal and Tony Weiss.

Tony and Nathalie each have more than 15 years of experience within the industry have gathered a team of experts with the know-how to offer inbound and outbound destination services, as well as Immigration services.

Over the past years, we have provided customized solutions to small to large size corporations. Our hands-on client-centred consultative approach has allowed us to acquire and retain our clients while offering them our knowledge of business processes and outsourcing.

Expat Relocation France through the passion of its founders is large enough to service all clients, and yet small enough to keep a single point of contact human size approach through the relocation process.

Call us at +33 1 78 15 23 or email us at [nathalie.bourdingazal@expat-relo.com](mailto:nathalie.bourdingazal@expat-relo.com)

## **Brs Relocation Services Open Madrid Office**



In March 2010 Brs Relocation Services has opened a Madrid office in an effort to further support the needs of its clients operating in the whole region of Spain. "This new office will further reinforce our commitment to providing localized service delivery to our clients," said Brs Relocation Services' founder Beatriz Carro de Prada. "We have put in place a seasoned team of professionals with extensive industry experience to best meet the needs of this very important market."

The new office is located at Conde de Peñalver nº 36, in central Madrid and is supervised by Anne Morant. Brs Relocation Services also has dedicated teams of consultants in Bilbao and Valencia creating a staff of more than 15 professionals covering the main economic centres of Spain.

**Brs Relocation Services**  
**Managing Director: Beatriz Carro de Prada**

### **Barcelona Office (headquarters)**

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08007 Barcelona, Spain  
(+34) 93 203 4935  
(+34) 93 240 1577  
[info@brs-relocation.com](mailto:info@brs-relocation.com)

### **Madrid Office**

Conde de Peñalver 36, 3º D  
28006 Madrid, Spain  
(+34) 91 126 4752  
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## **Professional Organising Re-Certify for EuRA Quality Seal**

Professional Organising Relocation Consult GmbH are proud to announce they are the first company in Germany to re-certify for the EuRA Quality Seal. Established in 1982 as the first relocation company, and headed by Claudia Rehberg, Professional Organising Relocation Consult deliver tailor made relocation and management services including relocation consulting, homesearch, and immigration.



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### **Peggy Smith Appointed as CEO of WERC**



Arlington, VA, USA - Worldwide ERC®, the workforce mobility association, announced today that Peggy Smith, SCRP, GMS has been named as its new chief executive officer, effective May 15, 2010. Smith comes to Worldwide ERC® from software giant Microsoft Corporation, where she was Director, Global Mobility, with responsibility for more than 5,000 annual global moves.

Mike Washbourn, 2010 Worldwide ERC® President and Chairman of the Search Committee which presented Smith as the CEO candidate to the association's Board of Directors for their evaluation and approval, noted that "Peggy has served in the top tiers of leadership in Worldwide ERC®,

including President and Chairman, and on numerous committees and task forces for the association. She has a keen understanding of the economic environment that impacts our business, a recognized sensitivity to and deep knowledge of a broad range of mobility issues, and the ability to build and sustain collaborative relationships: the perfect blend of skills, experience and vision for our organization and our members."

During Smith's 13-year tenure with Microsoft, she managed the company's annual mobility spend; developed and implemented strategy for the company's world-class Mobility Center of Excellence (COE); expanded the center from U.S. to global coverage; integrated within the mobility program a range of services that crossed major compensation and benefit segments (e.g., healthcare, compensation and relocation) and shifted the Mobility COE from a cost model to a profit center. Prior to this position, as Senior Manager, Marketing & OEM Operations for Microsoft, she developed sustainable manufacturing and distribution solutions for licensed OEM customers and created a volume-driven purchase model enabling \$1.8 million in savings. Before joining Microsoft, Smith held an executive management position in sales and operations at R.R. Donnelley & Sons, improving performance metrics, establishing worldwide pricing for its OEM channel, and boosting sales by more than \$80 million.

Smith's corporate awards from Microsoft include the oneHR Collaboration Award, the HR Compass Award, and the Star Award. She also earned a Special Services Award from R.R. Donnelley & Sons for outstanding service and results. In 2009 and 2010, she was named an HRO Today Superstar for her track record in bringing innovation to the outsourcing marketplace.

She is a member of the Pacific Northwest Relocation Council, the National Foreign Trade Council, and the Canadian Employee Relocation Council. A four-time recipient of the Worldwide ERC® Distinguished Service Award, she also holds the Senior Certified Relocation Professional (SCRP®) and Global Mobility Specialist (GMS™) designations, and earned induction into the association's Hall of Leaders in 2010. She holds a BA in marketing from Seattle University.

Smith takes the reins from Karen Reid, who has been holding dual posts since agreeing to serve as Interim Director last May. Reid will continue in an executive capacity in her new role as Executive Vice President, with responsibilities in program strategies and execution, global expansion and partnerships, web and marketing strategies and staff development. "Karen stepped in to provide strong leadership at a critical time for Worldwide ERC®, and further solidified its position as a premier educator, innovator and authority in the global mobility marketplace. I look forward to working with her and the entire Worldwide ERC® team," said Smith, who is widely acknowledged as a creative and focused leader. "I see much positive challenge and unlimited possibilities in Worldwide ERC®'s future. The association and its members have been influential in many environments and regions, and I believe there are more frontiers to successfully address that will bring our association to the next level."