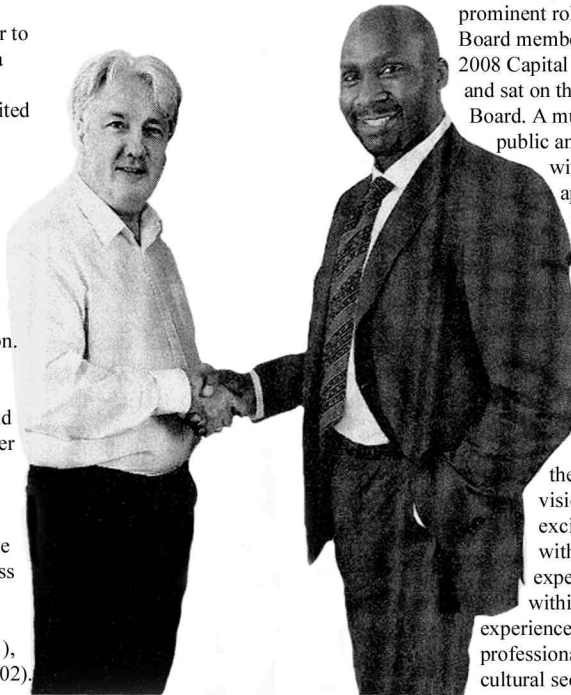




Coup for Andorra as top sportsman joins the team

FROM international athlete and professional rugby league player to Harrogate-based businessman, a well known face has joined the team at the Andorra Group Limited which has pulled off a sporting coup.

Abi Ekoku moved into business after retiring from playing professional sport in 1998, becoming full-time Chairman of the Rugby League Professional Players' Association. The following year, he became Managing Director of Keighley Cougars Rugby League Club and in 2000, he returned to his former Club, Bradford Bulls Holdings Limited, to take up the post of Chief Executive Officer. His three years at the helm of the Bulls reaped unparalleled success that saw the Club become Challenge Cup winners (2000), Super League Champions (2001), and World Club Champions (2002). During this period, the Club's reputation for quality and innovation in communication and community involvement was enhanced by a series of public and private partnership initiatives. In addition, Abi – who joins



Managing Director, Steve Bean, left, welcomes Abi Ekoku to the Andorra Group.

Andorra's senior management team – is a board member of the Yorkshire Cultural Consortium (DCMS) and sits on Yorkshire's Regional Sports

Board. He previously had a prominent role as an Executive Board member of the Bradford 2008 Capital of Culture campaign and sat on the 'Bradford Cares' Board. A much sought after public and academic speaker with many TV appearances to his credit, including the BBC's 'Question Time', Abi commented on his decision to join the Andorra Group, saying, "Creative and innovative business strategies and solutions are at the heart of the Andorra vision and I am very excited at partnering with the significant experience and expertise within the Group. My experience across the professional sporting and cultural sector will complement a very strong team striving for peak performance." Managing Director Steve Bean added "This is a major coup for the Andorra Group. With his experience and reputation,

Abi could have gone to the organisation of his choice. The fact that he chose to come here is a reflection of the high standards and vision that typifies the Andorra approach." Based in Harrogate, the Andorra Group Limited was established in 2001 to help individuals and organisations identify, understand and use the most appropriate means to realise measurable and quantifiable improvements in all endeavours, including training and development. The Group comprises a number of separate but complementary limited companies: Andorra Research; Andorra Consulting; Andorra Technology; Andorra Marketing; Andorra Training; Andorra Legal; Andorra Financial; Team Co-Active. Operating through a mix of recruitment, partnership, joint venture, alliance, know-how agreements, collaboration and acquisition, involving institutions and individuals with different expertise and specialisations, it meets the needs of the new workplace with a comprehensive range of professional services and support.