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Veteran consultant joins BPI Group

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NEW BUSINESSES

A Paris-based global outplacement firm has expanded into Birmingham and tapped a veteran area human resources consultant to lead its efforts to build a presence across the Southeast. **Ramona Graffeo**, who has nearly 25 years' experience in human resources staffing and marketing, has been hired as vice president of client solutions for BPI Group, overseeing the Birmingham area market.

Graffeo will partner with business leaders and organizations seeking help in career transition, retaining top workers, training and executive search. She will be responsible for new business development in Birmingham and the Southeast for the firm.

City 'a perfect fit'

BPI Chief Executive Juan Luis Goujon said in a statement that Birmingham is the perfect spot for the firm to pursue "opportunities to help the health care, automotive, banking and manufacturing industries navigate through change."

BPI says it is the world's third-largest career management firm. It has 2,000 consultants and 40 offices across the globe, including a U.S. headquarters in Chicago.

Prior to joining BPI group, **Graffeo** was a senior vice president with a Birmingham-based Reliance Financial, and previously held business development positions with global career transition firms.

"BPI has an entire division that focuses on both health care and financial services and realized Birmingham was a Southeastern city they need to be in for continued growth," **Graffeo** said in an interview. She said BPI's goal is to penetrate the entire state, with Birmingham as its hub. "Together with the massive automotive business they do in Europe and Asia, Birmingham was a perfect fit for their strategic plan," she said.

Chicago headquarters

In 2007, BPI group entered the North American market through its acquisition of Scherer Schneider Paulick LLC, establishing its U.S. headquarters in Chicago. Last fall, BPI acquired Executrack, which has offices across the Southeast including Birmingham and Atlanta.

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