

Ortus Strategies Brings Clarity to Corporate Crisis Response

New Firm Combines Experience in Landmark Compliance Cases with Innovative Approach: Empowering Integrity

Zurich and Montreal, May 3, 2016 – Today marks the official launch of **Ortus Strategies**, an independent advisory firm dedicated to addressing the strategic needs of global organizations faced with complex regulatory and reputational challenges.

Ortus is the first firm to offer advisory services that seamlessly integrate crisis response and a transformation-focused approach to organizational change. In particular, Ortus helps CEOs and Board members develop strategic roadmaps that bring clarity to complex crisis situations, reducing confusion and uncertainty in the process.

“Our experience comes directly from ‘eye of the storm’ situations – major cases that have completely changed the way the world thinks about integrity, compliance, and governance,” said José Hernandez, CEO. “In each of these cases, we have helped companies and their leaders to forge a strategic path through the crisis and emerge stronger than before.”

Based on this experience, Ortus has developed an inter-disciplinary approach called *Empowering Integrity* that incorporates insight from the legal, accounting, and business ethics fields. The approach is focused on guiding companies to reach three key milestones – Respond, Rebuild, and Transform – in their process to move beyond crises, restore public trust, and resolve criminal and civil matters with regulators and other stakeholders.

“When an investigation is announced, panic strikes, often leading to poor decision-making, rushed investigations, and unfocused remedial actions,” said Hernandez. “Leaders call us when they need a real catalyst for change – someone to help address underlying issues, assess and prioritize advice received from external advisors, and focus their remedial efforts effectively. We’ve been there before. We know what regulators expect and have the knowledge and credibility to help companies get there.”

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Ortus's forward-thinking approach is rooted in the experience of its predecessor firm, FGI Europe, which has advised global organizations such as Daimler, SNC-Lavalin, and FIFA since its founding in 2008. Since 2005, Hernandez, a former partner at a Big Four accounting firm, has worked closely with former FBI director Louis J. Freeh and his consulting firm, Freeh Group, on a number of major corruption and corporate ethics cases around the world.

"Ortus brings an exciting new approach that is greatly needed in today's environment," said Freeh. "Having worked with their team for several years, I congratulate them on their launch and look forward to continuing our close cooperation as we move forward."

In Canada, Hernandez served as an independent expert for the Board of Directors of SNC-Lavalin, advising on remedial measures following the results of a widely publicized investigation in 2012. He holds a Ph.D. in Economics and Business Administration from VU University Amsterdam.

Headquartered in Zurich, Switzerland, Ortus maintains an international presence, with operations in Europe and North America.

ABOUT ORTUS STRATEGIES

Launched in 2016, Ortus provides clear and effective strategies for crisis response and transformational change, drawing on the experience of its professionals in landmark global cases. Acting as a trusted advisor, a hands-on coach, or a credible, independent reviewer, Ortus helps organizations respond to crises, rebuild structures for compliance, and transform the way they do business. Find us online at **www.OrtusStrategies.com**.

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