

Naomi Goldapple joins the Strategy Consulting Services Group at Modelcom.

Montreal, May 12th, 2011: ModelCom, an established leader in business modeling, is proud to announce that Naomi Goldapple has joined the recently created Business Strategy Consulting Services division at ModelCom.

Naomi comes to ModelCom with considerable international consulting experience with IBM, having developed business models and strategic plans for a number of companies across the Americas. Naomi has also proven herself as a local entrepreneur, having founded Maman, Bébé et Café in Montreal, for which she won the Concours Québécois Entrepreneuriat 2007, the Défi Féminin Compagnie-F 2007 and was nominated as a finalist in the Prix Femme d’Affaires du Québec 2008.

“Naomi brings an uncommon combination of skills to the table” stated Michael Fournier, head of the Strategy division. “She understands the big company mindset, but also has a proven track record and the mindset of an entrepreneur. This makes her a unique asset to our business.”

“We are excited by the growth of the Strategic side of our business to date.” added Frédéric Lavoie, President and CEO of ModelCom. “We have identified a strong need for this type of service from our clients, and Michael and Naomi allow us to offer outstanding strategic thinking along with ModelCom’s business modeling savvy. It is proving to be a very powerful combination.”

About ModelCom

ModelCom specializes in financial and business modeling and offers both consulting and interim financial services to meet the needs of its clients. The ModelCom team is comprised of professionals with varied experiences in finance, management information systems, technology, administration and project management, who work in close collaboration with corporate management teams on financing, start-up, merger, acquisition and day-to day operations projects. Since 1995, ModelCom has been instrumental in the business modeling and funding of several start-ups and large companies in various sectors such as Telecom, Information Technology, Healthcare, Biotech and Consumer Products.

For more information please visit www.modelcom.com.