

**Tuesday, October 10, 2006**

## **R&L Associates Fills Post For Fiderion Financial Services Group**

New York based executive search firm R&L Associates has placed Brad Hoyda as managing director with the Fiderion Financial Services Group in New York. Mr. Hoyda has over 20 years experience spanning executive search as well as financial services publishing. His assignments range across the general management and marketing continuum including banking and brokerage, insurance, IT services, marketing services organizations both research and analytics, and business/professional services. Most recently, Mr. Hoyda was a principal with Gundersen Partners, Aegis Consulting and Thorndike Deland Associates. Prior to retained search, Mr. Hoyda held senior management and sales positions at Thomson Financial Services, Institutional Investor, and United News & Media. "Being part of building the Fiderion New York office is very exciting to us," said Rochelle Schumer, CEO and founder of R&L Associates. "We are delighted to be part of Fiderion's expansion in the marketplace."