



**For Release**  
9 July 2018

## **Amrop Carmichael Fisher signs with Gooroo**

*Key highlights:*

- **Amrop Carmichael Fisher signs initial 12-month contract with Gooroo**
- **Initial program involves Gooroo introducing new capability to expand & differentiate the Amrop Carmichael Fisher services in Australia for future growth**
- **Objective is to identify and evaluate long-term global strategic opportunities with Amrop Partnership SCRL which could leverage Gooroo's unique intellectual property in Executive Search, Board & Executive Advisory Services across 48 countries.**

Amrop Carmichael Fisher delivers world class, research-driven Executive Search and Leadership services, with deep experience across a number of sectors and functional areas in Australia. The firm also offers services in Leadership Assessment and Talent Benchmarking, Board Services, Market Mapping and Competitor Intelligence Services.

Amrop Carmichael Fisher is part of Amrop Partnership SCRL (Amrop). Established in 1977, Amrop operates in Asia, EMEA and the Americas through 75 offices in 48 countries and is one of the world's largest retained executive search partnerships.

The Central Leadership Effectiveness team at Amrop evaluated Gooroo capability earlier this year and it concluded Gooroo's Human Thinking intellectual property is uniquely different in the global market.

A first phase will deliver Gooroo capability as part of Amrop Carmichael Fisher's services in Australia and will include the on-boarding and training of ten partners in Melbourne and Sydney. The objective of this first phase is to:

- improve commercial outcomes for Amrop Carmichael Fisher in Australia; and
- identify opportunities for Amrop to leverage Gooroo's unique intellectual property in identifying dominant thinking profile and decision-making preferences for broader adoption across its global network of partners.

### **Comments from Jamal Khan, Managing Partner of Amrop Carmichael Fisher**

*"I am very much looking forward to what the future holds and the team at Gooroo is committed to contribute significantly to enhance our offering and strengthen capability across Executive Search, Leadership Advisory and Board Services in Australia".*

### **Comments from José Leyún, CEO of Amrop**

*"Gooroo is offering a completely new thinking and fresh capability. We shared our belief that wise decision-making is set to become a fundamental performance indicator for leaders and organizations going forward".*

### **Comments from Greg Muller, CEO of Gooroo Ventures**

*"We are very proud to be working with Amrop Carmichael Fisher and Amrop. Amrop is a true global leader who is committed to sustainable success through inspiring leaders who can help themselves and others to holistically address and resolve the difficult socio-ethical dilemmas we all face in business".*



### **Investor Enquiries**

Mr Peter Nesveda  
Corporate Affairs & International Investor Relations  
Intuitive Pty Ltd  
Tel: +61 3 9504 8420, Mob: +61 (0) 412 357 375  
Email: [peter@intuitiveaustralia.com.au](mailto:peter@intuitiveaustralia.com.au)

### **Media Enquiries**

Ms Jocelyn Hunter  
Managing Director  
Bench PR  
Mob: +61 (0) 404 194 459  
Email: [jocelyn@benchpr.com.au](mailto:jocelyn@benchpr.com.au)

### **About Gooroo**

Gooroo is the global leader in the science of human thinking. Gooroo transforms the way people, organisations and communities make decisions about their future.

Gooroo delivers impact and value through three core solutions; Strategic Thinking & Decisioning, Predictive People Analytics and Career & Professional Development.

The pace of technological change necessitates rapid transformation of national economies, industries and businesses. Gooroo is the only tool that can help engineer change, instead of suffering it – at a personal level for every citizen and employee.

In October 2017, Gooroo lodged a patent application on the process of human thinking - securing Gooroo's globally unique ability to chart how we make decisions and choices. Gooroo's Human Thinking Research Unit is planning two more patents applications in 2018.

In June 2017, Gooroo was awarded Innovation of the Year in the Big Data / Machine Learning category at the AIIA iAwards (Vic).

In May 2017, a sales and marketing team was established to begin commercial engagement.

In January 2016, Gooroo announced a global alliance with Microsoft.

For more information on Gooroo, visit:  
Investor Hub: [www.goorooventures.com](http://www.goorooventures.com)  
Website: [www.gooroo.io](http://www.gooroo.io)

### **About Amrop Carmichael Fisher**

Amrop Carmichael Fisher is a multi-disciplined Executive Recruitment and Assessment firm in Australia, providing talent solutions across a range of industries and sectors. With market-leading depth and breadth, supported by a large in-house research function, we confidently partner with organisations to identify, hire and assess the highest quality leadership talent around the world.

### **About Amrop**

Amrop advises the world's most dynamic, agile organizations on identifying and positioning Leaders For What's Next – senior professionals adept at working across borders, in markets around the world. Established in 1977, Amrop operates in Asia, the Americas and EMEA through over 70 offices in more than 50 countries and is ranked among the top ten global executive search firms. Amrop is committed to long-term relationships with Board Members and Senior Executives, either as members of hiring organizations, or as candidates for leadership positions.

Amrop's global Mission is 'shaping sustainable success through inspiring leaders'. It is supported by 6 Core Values: Agility, Caring, Curiosity, Ethics, Excellence and Inclusion.

Amrop has built a recognized brand over 40 years and it has also deepened its offering, delivering trusted advisory in the executive search domain to help clients find sustainable solutions to their most critical and strategic leadership issues. It has built strong and relevant industry expertise and consolidated its Leadership and Board services offering.