



Miguel Maal Joins Charles River Associates (CRA) as a Vice President at Marakon

April 13, 2021

BOSTON--(BUSINESS WIRE)--Apr. 13, 2021-- [Charles River Associates](#) (NASDAQ: CRAI), a worldwide leader in providing [economic, financial and management consulting services](#), today announced that [Miguel Maal](#) has joined as a vice president at Marakon, its management consulting practice based in New York.

Mr. Maal has more than 20 years of experience as a strategy consultant. He specializes in the consumer goods, retail, and leisure spaces and designs corporate strategy and growth solutions for clients in North America and Western Europe.

Mr. Maal has advised on such matters as a turnaround strategy for an emerging premium food service provider present in the U.S., Europe and Asia; a return-to-growth plan for an ultra-luxury consumer electronics player seeing declining sales in high-end products; and designing a strategy for a premium whiskey brand related to growing pressure from premiumization of competing categories and strong performance of low-priced alternatives.

"We're pleased to welcome Miguel," said CRA's President and Chief Executive Officer [Paul Maleh](#). "His presence, particularly his expertise in turnaround solutions and growth strategies, will enhance how our Marakon practice serves client needs in this rapidly-changing market environment."

"Miguel is a strong fit for our team," said Marakon Co-Practice Leader [Mason Kissell](#). "His expertise in proactive approaches to corporate strategy strongly complements the business development solutions that our team at Marakon provide to our clients around the world."

Prior to joining CRA, Mr. Maal was a partner at QVARTZ and was previously a partner at OC&C Strategy Consultants. He holds a bachelor's degree in chemical engineering from São Paulo State University at Campinas.

About Marakon

Marakon specializes in corporate strategy and helping CEOs and their leadership teams achieve winning performance and stronger organizations. Marakon has been working with business leaders for more than 30 years and has built a reputation for working with a client portfolio that has consistently outperformed its peers. Its consulting teams combine deep sector experience and functional knowledge. Marakon's approach is underpinned by value creation as the common denominator for decision making, a rigorous process based on a deep set of facts, and the assessment of alternative strategies as a mechanism to build leadership team commitment to the best path forward.

About Charles River Associates (CRA)

Charles River Associates® is a leading global consulting firm specializing in [economic, financial and management consulting services](#). CRA advises clients on economic and financial matters pertaining to litigation and regulatory proceedings, and guides corporations through critical business strategy and performance-related issues. Since 1965, clients have engaged CRA for its unique combination of functional expertise and industry knowledge, and for its objective solutions to complex problems. Headquartered in Boston, CRA has offices throughout the world. Detailed information about Charles River Associates, a registered trade name of CRA International, Inc., is available at www.crai.com. Follow us on [LinkedIn](#), [Twitter](#), and [Facebook](#).

SAFE HARBOR STATEMENT

Statements in this press release concerning the addition of Miguel Maal, the Marakon practice, future business Miguel Maal may generate for CRA and statements using the terms "enhance," "expand" or similar expressions are "forward-looking" statements as defined in the Private Securities Litigation Reform Act of 1995. These statements are based upon management's current expectations and are subject to a number of factors and uncertainties. Information contained in these forward-looking statements is inherently uncertain, and actual performance and results may differ materially due to many important factors. Such factors that could cause actual performance or results to differ materially from any forward-looking statements made by CRA include, among others, the failure to generate engagements for us; dependence on the growth of our litigation or strategy consulting practice, the potential loss of clients; the demand environment; global economic conditions; foreign exchange rate fluctuations; and intense competition, as well as other potential factors that could affect our financial results are included in our periodic filings with the Securities and Exchange Commission, including those under the heading "Risk Factors." We cannot guarantee any future results, levels of activity, performance, or achievement. We undertake no obligation to update any forward-looking statements after the date of this press release, and we do not intend to do so.

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