

## **NewComm Global CEO, Lucie Newcomb, named a Mentor in EBRD's New Star Venture Programme Pilot**

MOUNTAIN VIEW, CA – March 9, 2019- Today Lucie Newcomb, Founder and Chief Executive Officer of the U.S.-based international business consulting firm, The NewComm Global Group Inc., was selected as a mentor in the new, innovative startup advisory service of the European Bank of Reconstruction and Development, the Star Venture Programme. Ms. Newcomb, with two decades of mentoring experience globally, joins the distinguished group of mentors and advisors selected to pilot the initiative, with startups initially participating from Egypt, Jordan and the Western Balkans.

The new Star Venture Programme, funded by private equity concerns, provides mentors and advisors for regional accelerators and start ups. Mentors may also travel to work with the startups in country for a period of a few days on a more immersive basis.

"I'm thrilled to be able to apply my personal expertise and prior experience working with MENA Founders to further the goals of those creating high impact businesses and key investment opportunities in the EBRD's chosen markets"

Lucie M. Newcomb, founder and President of The NewComm Global Group, Inc., has been opening markets and opportunities for market leaders, like Johnson & Johnson's LifeScan, and innovative former startups, such as Quote.com. Notably, Ms. Newcomb built a worldwide channel for IT market research and business intelligence leader, Frost & Sullivan, doubling Sales within 6 months. In addition, with over 10 years of global experience in most regional trading blocs, she has significant bench-strength in EMEA and Emerging Markets worldwide. Proficient across the marketing mix, she specializes in Global Marketing Strategy including Go-to-Market initiatives to pricing systems to foreign direct investment (FDI), digital marketing and thought leadership programs.

Hers was one of only 35 consultancies approved by the South African government for its productivity improvement program. She has also held a number of leadership roles, including Co-Founder with the United States Consul General of the Cape-American Business Council in Cape Town, South Africa. She has also been a contributing magazine columnist on global marketing and Internet topics.

Ms. Newcomb is a graduate of the University of California at Berkeley and earned her Master's degree in (Global) Leadership Studies from Saint Mary's College of California. She is also an accredited coach in the Hall-Tonna Values Inventory, a recognized methodology for Leadership

Development and Organizational Change and Transformation, and Leadership Practices Inventory (LPI). She is currently on the Advisory Board of the Global Chamber of San Francisco.

For more information, please visit:

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