



Reinventing Risk Management

Ali Samad-Khan Establishes Stamford Risk Analytics Introduces New Approach to Enterprise Risk Management

Stamford, CT – October 27, 2009. Ali Samad-Khan, a world-renowned expert in risk management, has announced the formation of Stamford Risk Analytics. This new firm has been established specifically to offer companies – across all industries – a new approach to managing risk. This revolutionary new approach is referred to as Modern Enterprise Risk Management (ERM).

“Modern ERM represents a paradigm shift in risk management thinking,” said Samad-Khan, President of Stamford Risk Analytics. “It is currently the only risk management framework that is based on a uniform definition of risk, a comprehensive and consistent risk taxonomy and an integrated measurement-management methodology.”

The new firm brings to market an impressive suite of software products, management consulting services and educational seminars. These products and services are offered in collaboration with MEGA International.

The four products that comprise this analytic toolset include the industry’s first risk-based business decision analysis tool as well as the only economic capital model capable of measuring tail risk – for all types of risk. They are also the only risk modeling software products which can combine hard data, soft data and expert opinion in an objective, transparent and theoretically valid manner.

Regarding the software products, Samad-Khan commented that “Our Business Decision Analyzer allows companies to fully incorporate the impact of the rare events into risk-adjusted profitability metrics. This tool not only enables managers to make more informed risk-based decisions it also creates greater transparency in the decision making processes. By using this tool companies can mitigate their exposure to ‘principal-agent risk’ – the risk at the heart of the global financial crisis.”

Based in Stamford, Connecticut, the firm’s initial focus will be the North American and European markets, but will be responsive to clients around the globe.

The first of the firm’s public educational seminars on Modern ERM will be held in Washington, D.C. on December 8, 2009. Further information on the seminar and Stamford Risk Analytics is available at the company’s website:

www.stamfordrisk.com.

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