

## PRESS RELEASE

Advanced Value Group, LLC  
Organizational Announcement

The Advanced Value Group (AVG) is pleased to announce the following organizational changes:

Effective June 1<sup>st</sup>. Jim Rains CVS®, FSAVE will retire as President and Owner of AVG.

AVG was originally formed in 2000 prior to Jim's retirement from General Motors where he worked a total of 32 years. AVG was created so Jim could transition into a new career as a consultant in lean manufacturing, value analysis / value engineering (VA/VE), and benchmarking tear-down competitive analysis.

Since that time the company has flourished by doing training and workshops in 25 countries across the globe. He has trained well over one thousand people in VA/VE to become certified by SAVE International® and has facilitated thousands more in result oriented workshops and training courses.

Jim was initially trained in VA/VE at General Motors in 1980. Through the remainder of his GM career he was one of the few that constantly and consistently practiced VA/VE. In 1995 he was elected to the Lawrence D. Miles Value Foundation Board of Directors, a position he still holds today. In 1998 he was elected as Executive Vice President of SAVE International® and became its President for one year starting in 1999.



With this change, it is my extreme pleasure to announce that Javier Masini, CVS® will take control and ownership of AVG effective the same date. This change became possible as a result of the relocation of the Masini family from Guadalajara Mexico to Goodyear Arizona in July 2016. Since that time Javier has worked full time in AVG and has gradually taken over the consulting effort for both the administrative and facilitation/training needs.

His VA/VE journey began in 1999 as a trainee in Japan when he was there to focus on lean manufacturing and quality control (six sigma) techniques. His journey continued with detailed training in VA/VE that led to teaching a SAVE International® Certified Module I course at the Universidad Panamerica Guadalajara Campus. He has performed numerous successful workshops around the world.

Javier received his CVS® in 2015 and is the first and only Mexican consultant with this credential. He has been active in SAVE International® as a speaker and as one of the founders of the first and only SAVE chapter in Mexico. He has been on the Miles Value Foundation Board of Directors since 2011.

Jim will continue to support AVG as Javier determines and as the business needs arise.

Please welcome Javier as he takes on this new adventure

**James A. Rains, Jr., CVS®-Life, FSAVE**

