



## PRESS ANNOUNCEMENT

### For Immediate Release

Contact: Ellen Madonia, Chief Marketing Officer, DoubleStar, Inc.

Telephone: (484) 557-3546

Email: [ellen.madonia@doublestarinc.com](mailto:ellen.madonia@doublestarinc.com)

### **DoubleStar, Inc. Workforce Analytics Expert Bintliff-Ritchie to Present International Association for Human Resource Information (IHRIM) Webinar**

West Chester, PA—Joanne Bintliff-Ritchie, Chief Strategist of DoubleStar, Inc. and a recognized thought leader in the area of workforce analytics, will present a web seminar entitled "Making Workforce Analytics a Reality in Your Organization—A Roadmap to Success." Sponsored by the International Association for Human Resource Information (IHRIM), the webinar will take place on Wednesday, June 13, 12 noon-1:30 p.m. EST (11 a.m.-12:30 p.m. CST and 9-10:30 a.m. PST).

During her presentation, Bintliff-Ritchie will demonstrate not only the value of measuring workforce performance but also reveal a compelling illustration of how talent measurement impacts key performance indicators (KPIs) across an entire organization. Targeted for human resource and HR information technology leaders, the webinar will provide ideas and best practices for initiating the integration of talent measurement into an organization's overall management framework.

The registration fee, \$135 for IHRIM members and \$195 for non-members, includes one internet and telephone connection, as well as a set of accompanying materials. Interested industry professionals can register at [www.ihrim.org](http://www.ihrim.org).

### **Bintliff-Ritchie Inspires HR Industry to Expand Dialogue on Value of Workforce Analytics**

Bintliff-Ritchie's rich, multifaceted human resource experience, which spans more than 25 years and includes work in a wide range of sub-disciplines including technology transformation, organizational effectiveness and change management, regularly contributes to the knowledge base of human resource practitioners through membership on the Human Capital Measurement/HR Metrics Special Expertise Panel of the Society of Human Resource Management and her role as an advisor for the Human Capital

-more-

Bintliff-Ritchie to Present Webinar/add 1

Institute's Talent Technology learning track. Additionally, Bintliff-Ritchie regularly authors articles for leading human resource publications and presents seminars and workshops at regional and national human resource events. She is a frequent contributor to IHRIM, helping its constituents begin and expand upon practical and meaningful dialogue about human talent measurement.

In addition to the IHRIM webinar, Bintliff-Ritchie will share her expertise in workforce analytics at IHRIM's 2007 Conference and Technology Exposition during a workshop "Metrics, Correlations and Leading Indicators: A Roadmap to Leveraging Human Capital Information," and in an article entitled "Maximizing Workforce Analytics through Dashboards," slated to appear in the June/July 2007 edition of *IHRIMLink*.

Joanne Bintliff-Ritchie serves as Chief Strategist for DoubleStar, Inc.'s Workforce Solutions Practice, where she directs product strategy and consulting services related to Workforce Insight®—DoubleStar's leading workforce analytics solution. A two-time INC. 500 consulting firm, DoubleStar has appeared a record six times in the Philly 100 list of fastest growing companies, has been named by Benchmark Communications as one of the top 25 companies in the world for Best Practices in Human Capital Management, and was named by Gartner as one of 2006's "Cool Vendors" for Talent Management solutions. For more information, visit [www.doublestarinc.com](http://www.doublestarinc.com).

###