

FOR IMMEDIATE RELEASE

CEO Acumen Analytics Puts a Value on Human Capital for HR Pros

Philadelphia, PA - March 21, 2014 - Kathy Brunner, CEO and President of Acumen Analytics, presented on “Financial Intelligence for the Human Resource Professional” last month at the 2014 PSHRM Symposium event, held at The Philadelphia Downtown Marriott.

The hour long presentation discussed how human resources (“HR”) metrics can be linked to financial outcomes in this traditionally “soft” side of business. Kathy Brunner showed specific ways the group could use human capital to create value inside their organizations, working off recent studies that have shown that human capital costs, or also known as total workforce costs, comprise 70% of an organization’s operating expenses.

“That’s way too high to ignore, and surprising to consider that HR may be the last company department to be required to support their activities using data driven decision making,” said Brunner during the presentation.

“Remember when sales was considered a soft, human driven activity? Golfing, dinner, entertainment meant salespeople were considered productive? That’s gone by the wayside; data is driving salesforces today. In the same way, recruitment, retention and the search for a more diverse workforce are becoming measurable, and HR professionals are absolutely being held accountable to the numbers. We tell clients that they should be happy because now they have a clear way to defend their budgets and show value,” says CEO and presenter, Kathy Brunner.

About Acumen Analytics:

Acumen Analytics, based in Philadelphia, PA, is a WBE certified information management and analytics consulting firm focused on helping clients leverage their data, technology and organizational assets to create strategies and deliver solutions that drive business outcomes. While Acumen Analytics’ consultants have specific industry expertise in life science and human resource management, their capabilities span across many industries and business functions, providing information management strategy, data management and architecture, business intelligence and advanced analytics that measure performance, identify opportunities, and forecast the future efficiently and more cost effectively.

Acumen Analytics contact:

Kathy Brunner, CEO & President
Acumen Analytics

kbrunner@acumen-analytics.com

www.acumen-analytics.com

Phone: 800-595-8591

Press Contact:

Susan Stipa

McDay LLC

susanstipa@mc-day.com

Phone: 484-883-8808