

FOR IMMEDIATE RELEASE

CEO Acumen Analytics a Hit at International Human Resources Conference

Philadelphia, PA - March 31, 2014 - Kathy Brunner, CEO and President of Acumen Analytics, had participants in the Spring Workforce Analytics East conference of IHRIM alternately laughing and nodding during her presentation on Diversity is a Given: Now and Forever on March 18, in New York City. Held at Deloitte's NYC office, with over 50 members of the International Human Resources Information Management group present in the audience, Kathy used quotes from industry leaders in diversity to frame the conversation, and delivered interesting facts and figures on how to use analytics to determine a company's present state of diversity, among employees and customers alike.

Most of us feel a bit out of our depth when considering big data, which is understandable when considering just how much data is streaming through our lives. Every sixty seconds," according to Kathy, "98,000 tweets are sent, 11 million instant messages, nearly 700,000 Facebook statuses are updated, 168 million emails are sent and 1,820 Terabytes of data are created."

"The IHRIM group are a tough group, because the fact that HR is evolving into a data driven discipline - this is not news to them. Bringing a new slant to the topic of HR analytics was a challenge, but then I thought about what has kept us busy this year! Acumen Analytics has been so engaged this year with our clients on diversity issues - matching boardroom profiles with customer profiles along the diversity curve, and helping our clients develop baseline diversity scenarios to measure against the diversity goals stated in their annual reports, for example, really seemed to catch the attention of the IHRIM. And Deloitte was terrific in allowing us the use of their beautiful offices in Manhattan," said Kathy Brunner.

Brunner presented detailed case studies and industry data and commented:

"This is no 90 day fix. Executives have the potential to lead their organizations into the next phase of a data revolution in human resources and often, the positive PR that results from a company publicly stating that they are actively pursuing diversity equality is a popular route to bring data driven decision making into the HR department."

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.

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