

**Applied Research Corporation to Present at
Senior HR Executive Summit 2007 During NY HR Week**

- Topic to Focus on Key Qualities for Executive Success to Avoid Company Failure -

METUCHEN, N.J. (February 26, 2007) –

WHO: Applied Research Corporation, a one-of-a-kind human resource consulting firm that delivers comprehensive alignment & assimilation, assessment, coaching, and talent & career management services

WHAT: Jan Margolis, founding partner and managing director of Applied Research Corporation, will present, “Why Companies Fail”

WHEN: The Senior HR Executive Summit 2007 will be held Tuesday, April 17, 2007, during the NY HR Week Conference and Exposition

Margolis will present from 3:30 – 4:45 p.m.

WHERE: Hilton New York Hotel
1335 Avenue of the Americas
New York City

DETAILS: Most companies fail because of mistakes in the leaders’ judgment about the business and its people. These failures are related not only to what the leaders do, but who the leaders are. In her session, “Why Companies Fail,” Margolis, the founding partner and managing director of Applied Research Corporation and a former senior vice president, Executive Resources at Bristol-Myers Squibb, will identify the four facets of effective talent management and the key qualities for executive success that can prevent companies and executives from derailing.

The Senior HR Executive Summit, featured exclusively at NY HR Week, provides an opportunity for Human Resource Executives to gather together for bold and insightful content critical to their positions. This tightly focused, half-day event offers the opportunity for heightened conversation among HR colleagues, to explore issues that challenge the HR profession and their companies. The Senior HR Executive Summit offers a luncheon program, two high-level interactive workshops plus networking opportunities, including a champagne reception celebrating Human Resource Executive® magazine’s 20th anniversary.

About Applied Research Corporation:

Headquartered in central New Jersey with offices in Atlanta, London, San Francisco, Shanghai and St. Louis, Applied Research Corporation is a one-of-a-kind consulting firm that delivers comprehensive alignment & assimilation, assessment, coaching, and talent & career management services. In a world

where speed propels decisions, Applied Research Corporation helps organizations identify, develop and leverage people to make decisions, and become strategic assets and sources of competitive advantage. Through their new leader assimilation and transition services, Applied Research Corporation helps ensure the success of newly appointed managers and executives worldwide. For more information, please visit www.arclead.com or e-mail sales@arclead.com.

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Note to Editors: Editors interested in a briefing with Margolis may schedule through Applied Research Corporation's media contact listed below. Trademarks and registered trademarks referenced herein remain the property of their respective owners

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