



## **ALIGNMARK, INC. FORMS NEW INDIAN-BASED JOINT VENTURE- GLOBAL TALENT METRICS, INC.**

**MAITLAND, FL. (April 7, 2008)** – AlignMark, Inc., has formed a new Indian-based Joint Venture that will build, manage, and offer a repertoire of intellectual property to help all organizations with operations in India better combat human capital challenges including talent acquisition, selection, engagement and retention. The new entity, named *Global Talent Metrics Inc.*, will offer a range of high-end IP-based tools that will help clients address key issues like attrition and retention apart from providing validated instruments for attracting and selecting the best talent. The current suite of tools as well as those planned in the future will be solely focused on helping organizations, with operations in India, win the “war for talent”.

AlignMark, Inc., has invested the past two years, in partnership with eight leading companies in India, leading HR Outsourcer, Summit HR Worldwide Inc. and the respected Indian Institute of Management in Bangalore, researching the engagement and turnover issues endemic to India and as a result have created a system of psychometric tools aimed at predicting, managing and controlling turnover. According to AlignMark’s CEO, Cabot Jaffee, Ph.D., “our focus and unwavering passion at AlignMark has always been helping our clients optimize the investment they make in human capital. We want our clients and prospects to experience: (1) higher levels of employee engagement and retention; (2) higher levels of customer service and quality; and (3) higher levels of revenue and profits.”

He goes on to say, “the irony about the Indian workforce is that in spite of the large talent pools of young, educated people, there is only a fraction that would be referred to as truly employable. When you add the projected growth of the markets in India, the endemic talent shortages, rising turnover rates, the lack of research and turnover benchmarking studies, and the lack of tools to help organizations to assess, predict and manage turnover, clearly all of these factors led to AlignMark’s decision to expand our global reach to a market in need of our intellectual capital and proprietary products and services”.



### **About AlignMark:**

AlignMark, Inc. is a leading provider of innovative talent leadership products and services. With headquarters in Maitland, Florida -- our vision is to help all organizations optimize their investment in human capital by offering leading-edge, cost-effective solutions to their most pressing business problems. Through our expertise—as leading industrial/organizational psychologists and technologists, proven products and solutions, we are able to help our clients achieve and sustain both a “mindset” and real capability to implement and execute talent leadership strategies which yield impressive improvement in the key metrics that determine their success. For more information, contact AlignMark at 800.682.4587, or visit [www.alignmark.com](http://www.alignmark.com)

**About Global Talent Metrics**

Global Talent Metrics (GTM) is a global talent research collaboration that has brought the best minds in talent engagement worldwide to create unique tools and IPs that help organizations manage new age challenges in recruiting and retaining the right people. In India, Global Talent Metrics has partnered with Indian Institute of Management, Bangalore, and AlignMark to create selection tools customized to the Indian talent landscape. Apart from providing validated instruments for identifying and attracting the right talent, Global Talent Metrics also provides globally tested frameworks for addressing key issues like attrition and retention. GTM markets a series of solutions called STAR™ (SYSTEM for TALENT ATTRACTION and RETENTION): STAR is a series of psychometric tool that helps organizations to isolate high attrition risk candidates early in the selection process and also helps in managing their current pool by highlighting risk factors in employees. For more information contact GTM at +91 99 72 81 15 56 or visit [www.globaltalentmetrics.com](http://www.globaltalentmetrics.com)

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