

COGNISCO ESTABLISHES U.S. SUBSIDIARY TO HELP ORGANIZATIONS IMPROVE EMPLOYEE PERFORMANCE

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U.K.-Based Assessment Solutions Provider Opens U.S. Office to Service Existing Blue Chip Client Base and Expand into New Markets

San Francisco, CALIF.: April 9, 2008 — Cognisco Ltd, the world's leading intelligent 'employee assessment' solutions specialist, today announced the opening of its U.S. subsidiary, Cognisco USA Inc., headquartered in New York City. Cognisco representatives made the announcement at the Society for Industrial and Organizational Psychology (SIOP) conference in San Francisco (April 9-12) where they are exhibiting and recruiting new employees for their U.S. operations, including Freelance Assessment Authors, an Expert Author/Authoring Consultant and Production Manager.

Cognisco's employee assessment solutions address the growing need for key corporate decision makers including CEOs and HR directors to bring together the different Human Capital Management functions and direct them towards driving improvements in employee performance and business performance.

Establishing a U.S. operation is an essential part of Cognisco's growth strategy. Cognisco customers include some of the world's largest organizations, many headquartered in the U.S. The company's new U.S.-based sales and operations team will localize service provisioning for existing U.S. clients and develop additional business in key vertical markets, including Financial Services, Pharmaceuticals, Petrochemicals and Transportation.

Cognisco is well positioned to grow its presence in the US market, having just announced extremely favorable financial results. Company revenues in 2007 increased in the U.K. and the US by 75% and 31.4% respectively, with U.S. sales currently accounting for 27% of overall revenues.

"This launch of a U.S. subsidiary is designed to establish a more seamless relationship between Cognisco and its U.S. customers," said Mary Clarke, Cognisco's CEO. "Working directly with Cognisco USA Inc. provides all our clients with an enhanced user experience."

Stewart Feller joins Cognisco USA Inc. as Vice President of Sales. Feller is a senior Sales Management and Business Development Executive with a background in Human Resource Services and technology, with recent positions with Fiserv and Kronos.

"Cognisco assessments offer something very unique in the HR technology space," said Feller. "We provide access to objective measurements of employee understanding and competence—vital but previously unattainable workplace data—which can be integrated into in-house learning and development systems and allow companies to improve talent management and realize significant cost-savings."

In addition to sales and marketing, Cognisco USA will grow its U.S. operational presence during the course of 2008 to include:

- Production
- Training
- Ongoing support and maintenance
- Centers of Excellence for Assessment Authoring

As part of an aggressive recruitment effort to hire freelance assessment authors, Cognisco is also running the Get Published competition in the U.S., aimed at psychology and business undergraduate and graduates studying industrial and organizational

psychology or organizational behavior. Students can submit empirical research, journals, essays, or coursework on one of several issues related to employee assessment. A panel of distinguished judges will select ten winners to receive cash prizes, get published on Cognisco's website and interview with Cognisco USA for current job vacancies.

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Stephanie Rubino/Liz Swenton
March Communications
cognisco@marchpr.com
(617) 475-1574 / (617) 475-1572

Cognisco is a global 'Intelligent Assessment Solutions' (IAS) company working in over 150 countries in 31 different languages with its international headquarters in the U.K. Its unique online knowledge assessment systems enable customers, including some of the world's biggest brands, to accurately assess and measure levels of individual understanding and confidence. By bringing together expertise in IT, statistics, psychology and linguistics, Cognisco provides its customers with critical data which enables companies to reduce risk, reduce cost and increase operational performance. Cognisco believes in enabling individuals to reach their true potential so that employers can continuously improve business performance.

[You can find this press release here](#)