



Press Release

For Immediate Release

STRATEGIC MANAGEMENT DECISIONS LAUNCHES NEW WEBSITE

CHARLOTTE, N.C., (September 15, 2014) – Strategic Management Decisions (SMD) announced today the launch of a new website replete with talent management and analytics content. With streamlined navigation and detailed screen shots, C-suite, business owners, and human resource professionals can learn quickly about SMD’s patented technology, SMD Link. With a focus on knowledge sharing, the site also provides in-depth white papers authored by Ph.D.s on talent management topics from employee surveys and 360-degree feedback to hiring & assessment. Along with the site launch, SMD is introducing a new white paper titled “[Bursting the Employee Engagement Bubble.](#)”

A patented cloud-based talent software with built-in analytics, SMD Link identifies cause-effect relationships between talent management and business outcomes in an actionable and customizable manner. SMD Link is the only one of its kinds to move from analytics to action in just four clicks. SMD Link provides a clear ROI; is a one-size-fits-one, customizable approach; and simplifies analytics & reporting. By truly connecting data with analytics, the technology ultimately yields better decisions and wiser investments.

To experience the new look, and to learn more about SMD Link, visit www.smdhr.com.

ABOUT SMD

SMD is a talent management and analytics company enabling businesses to monetize people management, ultimately accelerating and optimizing business results and ROI. Since the launch of SMD Link, more than 500,000 assessments have been conducted and analyzed on the platform. The platform includes assessments for hiring, employee engagement, employee development (360), and career development.

Founded in 2008, SMD has infused innovation into a function that has seen few advances in decades. Recognized for its state-of-the-art practices, SMD is truly redefining how human resources operates, and how it can have an impact on the bottom line. SMD clients include UPS, Bank of America, University of Maryland Medical System, Dignity Health, Yusen Logistics, Sony Pictures, Norm Thompson, Burgess-Norton, Feeding America and Niagara Bottling.

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