



Press Release

[For Immediate Release](#)

SMD Named a Finalist for 2016 Red Herring Top 100 North America Award

Award honors year's most promising private technology ventures

CHARLOTTE, N.C., (May 24, 2016) – Strategic Management Decisions (SMD), a leader in predictive analytics for employee surveys and assessments, announced today it had been selected as a finalist for Red Herring's Top 100 North America award, a prestigious list honoring the year's most promising private technology ventures from the North American business region.

"To be included on such an exclusive list with individuals making waves in an array of industries across an entire continent is truly an honor," states co-founder Dr. Scott Mondore. "This award is proof that our mission to change the way, via analytics, the human resources department is perceived and shows business impact has begun to take hold; we plan to continue to be technology disruptors in the field."

Red Herring has been selecting the most exciting and promising start-ups and "scale ups" since 1995. Finalists are still evaluated individually from a large pool of hundreds of candidates based across North America. Twenty major criteria underlie the scoring and process, including the following: the candidate company's addressable market size, its IP and patents, its financing, the proof of concept, trailing revenues and management's expertise. Each company goes through an individual interview after filling out a thorough submission, complemented by due diligence from the Red Herring panel. The list of finalists includes some of the best performing and prominent companies of that year.

This unique assessment of potential is in addition to a review of the company's actual track record and standing, which allows Red Herring to see past the "buzz" and make the list a valuable instrument for discovering and advocating the greatest business opportunities in the industry.

Finalist selections for the 2016 edition of the Red Herring 100 North America award are based upon technological innovation, management strength, market size, investor record, customer acquisition and financial health. The Top 100 winners will be announced during a special awards ceremony June 8.

To learn more about SMD and its patented technology, SMD Link, visit www.smdhr.com.

ABOUT SMD

SMD is a survey, assessment, 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 1,000,000 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, Dow Chemical, Grant Thornton, Dignity Health, Feeding America and Universal Health Services, Inc.

Media Contact:

Trisha McGuire

704-496-9186

trisha@pivotpublicrelations.com