

## **CPP's VP Lends Global Perspective to Help Organizations Address Most Pressing Challenges**

**MOUNTAIN VIEW, Calif., February 7, 2012**—CPP, Inc. (CPP.com), an industry leader in research, training, and organizational development tools including the Myers-Briggs Type Indicator® (MBTI®) assessment, announced today that its Vice President of International Sales, Andrew Bell, has been appointed a Senior Fellow, Human Capital, at The Conference Board, a global, independent business membership and research association. The appointment affirms the value that Bell continues to bring to CPP's global clientele in addressing the most pressing challenges that face today's organizations.

Bell, who joined CPP in 2010 when it acquired his Singapore-based firm Hemisphere Consulting, is responsible for the operations and development of all business outside of the U.S. As Senior Fellow, Bell now supports The Conference Board's Human Capital practice, which includes the Human Capital Exchange™, research, conferences, webcasts and programs on a broad range of human capital-related topics.

"Andrew Bell offers not only a wealth of experience, but also emulates The Conference Board's core values of relevance, openness, collaboration, innovation and integrity – values which CPP also espouses," said Jeff Hayes, President and CEO, CPP, Inc. "His 25 years of insight into business and expertise in rapid growth, restructuring and mergers is invaluable to today's business leaders – particularly in the Asia Pacific region, an area with which he is intimately familiar."

Bell has been involved with The Conference Board for more than ten years as a council member and program director (Asia Pacific HR Council), where he has organized and chaired HR conferences and webcasts and authored the reports "Leadership Development in Asia Pacific: Identifying & Developing Leaders for Growth (2006)" and "Redefining the Employee." As Senior Fellow, Bell now lends his considerable expertise to a wide range of topics including international leadership development, HR in emerging markets, HR strategy/policy development, and building cross-cultural effectiveness.

"As a global provider of people development tools and services, CPP is fully aligned with The Conference Board's mission of giving the world's leading organizations the practical knowledge they need to improve their performance and better serve society," said Bell. "I expect my ongoing experience with The Conference Board to be as rewarding and fulfilling as my last ten years with the organization."

A published author and fellow of the Chartered Institute of Personnel and Development in the UK, Bell has also previously served as senior vice president of HR for the East Asia Pacific Region of Unilever.

### **About CPP, Inc.**

Since its founding in 1956 CPP, Inc., has been a leading publisher and provider of innovative products and services for individual and organizational development, supplying reliable training solutions to businesses of all sizes, including the Fortune 500. The company's hundreds of offerings have been used by millions of individuals in more than 100 countries, in more than 20 languages, to help people and organizations grow and develop by improving performance and increasing understanding. Among CPP's world-renowned brands and services are the Myers-Briggs Type Indicator®, Strong Interest Inventory®, Thomas-Kilmann Conflict Mode Instrument (TKI), FIRO®, CPI 260®, and California Psychological Inventory™ (CPI™) assessments, and CPP Professional Services. For more information on CPP, visit [www.cpp.com](http://www.cpp.com).

### **About The Conference Board**

The Conference Board is a global, independent business membership and research association working

in the public interest. Its mission is unique: To provide the world's leading organizations with the practical knowledge they need to improve their performance and better serve society. The Conference Board is a non-advocacy, not-for-profit entity holding 501 (c) (3) tax-exempt status in the United States.