

Partnership Helps Applicants Get Jobs They're Qualified for...and that Suit Their Personalities

Mountain View, CA – November 1, 2011—CPP, Inc. (CPP.com), an industry leader in research, training, and organizational development tools including the [Myers-Briggs Type Indicator® \(MBTI®\)](#) assessment, and Careerimp, Inc., makers of innovative web based resume building and screening software [Resunate](#) (Resunate.com), today announced the two companies have partnered to integrate information from the Myers-Briggs® tool into Resunate's resume optimization technology, helping applicants gain insight into fit and personality compatibility of jobs for which they are applying.

Resunate uses patent-pending technology called Semantic Intelligence™ – developed from research conducted at Carnegie Mellon University's machine learning department – to optimize applicants' profiles to specific job descriptions based on contextual meaning and will now bundle the career insights of the Myers-Briggs personality assessment with all subscriptions. As Resunate users log in to their accounts, they'll be given the option to take the assessment through CPP's MBTIComplete.com online service. Resunate will feed the results into its engine, enabling the service to offer actionable feedback into career and job choice based on user personal preferences.

"Resunate has created an incredible service that has proven to double a job seeker's chances of securing an interview for the job he or she is seeking," said Jeff Hayes, president and CEO, CPP. "This partnership addresses an additional key indicator of success – personal fit – by helping people not only get the job they want, but one that will allow them to apply their unique personality preferences, putting their talents and passions to full use."

Upon subscribing to Resunate, job seekers will receive their "four letter" Myers-Briggs personality type and access to Resunate's JobFit™ technology, designed to illuminate how their personalities complement the workings of particular careers. By integrating information from the Myers-Briggs assessment, Resunate now has the ability to help applicants understand how compatible they are with individual job opportunities based off of their work style and natural preferences, how to increase the level of fulfillment they'll likely get from day-to-day tasks, and numerous other indicators that ultimately determine job success and satisfaction.

"Today's hiring processes are largely automated, which can make it difficult for job seekers to secure opportunities without understanding employer technology," said Ayan Kishore, CEO, Careerimp. "Our ongoing efforts focus on developing Resunate to help job seekers understand how they match up with a potential job opportunity and how to show this to employers. Through integration with the Myers-Briggs assessment, candidates can now look beyond the job description to determine how their individual preferences align with each position they are seeking – an important factor for success and satisfaction in one's career."

According to both companies, the synergy between the worldwide brand recognition of Myers-Briggs and Resunate's cutting-edge technology presents great potential to expand the partnership and collaborate on additional initiatives down the road.

"CPP is growing its portfolio of partnerships with enterprises that are leading the way in innovative technologies, and we've made a significant investment in technology to support such initiatives," said Chris Mackey, director of business development, CPP. "Additionally, CPP is actively expanding its partnerships with companies with creative ideas and that incorporate psychological assessments into their products, thereby creating unique, personalized user experiences."

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.

About Resunate

Since spinning out of Carnegie Mellon University two years ago, Resunate has gone on to graduate from the prestigious technology incubator, AlphaLab, and is currently headquartered in Pittsburgh, PA. Resunate's patent-pending technology provides candidates the ability to self-screen themselves against any job. Among Resunate's clientele include job seekers from more than 100 countries and elite schools across the globe. In addition to their offerings for job seekers, Resunate enables employers to harness its technology through a widget called APPLY that provides a free recruiting solution focused on small to mid-sized companies. For more information on Resunate, visit www.resunate.com.