

APPLIED RESEARCH CORPORATION

203 Main Street, Metuchen, NJ 08840-2727
P (732) 549-8891 F (732) 549-9179
www.arclead.com

Applied Research Corporation Expands Global Leadership Program

- Key New Hire Susanne Reilly Adds Additional Expertise in the Assessment and Development of Senior Talent-

METUCHEN, N.J. (November 8, 2004) -- Applied Research Corporation, a one-of-a-kind human resource consulting firm that delivers comprehensive assessment, coaching, transition leadership, and performance management strategies, today announced the hire of Susanne Reilly, Ph.D., as a consultant and executive coach.

At Applied Research Corporation, Reilly will work in the areas of executive and managerial assessment, and coaching, assisting clients with on-boarding and developing their key leadership hires as well as those promoted internally. She will also lend her expertise to support the company's Talent Management Practice, drawing on her previous experiences in talent management, succession planning and executive development.

"We are delighted to have Susanne join our team," said Jan Margolis, managing director and co-founder of Applied Research Corporation. "She brings an impressive background that we know will benefit our growing client base and positively contribute to our bottom line."

Reilly joins Applied Research Corporation from Avaya, Inc., where she was the director of leadership talent management. There, she was accountable for the strategy, products and processes to develop talent within the organization, and designed, developed and implemented a global platform of integrated talent management initiatives. Reilly also led an internal consulting team of Industrial and Organizational psychologists and coached senior executives to accelerate their readiness for new positions or to transition into a new assignment.

Earlier in her career, Reilly was a senior consultant for Right Manus Management Consultants, the vice president of performance development at J.P. Morgan Chase, and a principal with WLH Consulting. She has developed global executive education programs for Fortune 100 companies and been responsible for the internal management of the talent development process in several of her previous positions. Reilly is the author of "Coaching in Organizations," and has also been published in *Leadership Quarterly* and the *Journal of Business and Psychology*. She received a Master of Science and a Ph.D. in Applied Psychology from Stevens Institute of Technology.

Managing Director and Co-Founder of Applied Research Corporation, Joel Moses, Ph.D., added, “Susanne has specialized in the assessment and development of senior talent for many years. Incorporating her expertise into our team will further our mission of providing clients with the types of services that ensure their success.”

Applied Research is also seeking to add experienced assessment consultants, simulation designers and case writers in its U.S. offices, which are located in Metuchen, N.J., Atlanta, St. Louis and Phoenix. Specific details are available at <http://www.arclead.com/employment.asp>.

About Applied Research Corporation

Headquartered in central New Jersey with offices in Atlanta, Ga., St. Louis, Mo., Phoenix, Ariz., London, and Shanghai, Applied Research Corporation is a one-of-a-kind consulting firm that delivers comprehensive assessment, coaching, transition leadership and performance management services. In a world where speed propels decisions, Applied Research Corporation helps identify and develop managers who can make the right decisions quickly, based on experience and solid business understanding, to create real competitive gains for their organizations. Through their transition support services, Applied Research Corporation helps ensure the success of newly appointed managers and executives, worldwide. For more information, visit www.arclead.com or e-mail sales@arclead.com.

###

Note to editors: Trademarks and registered trademarks referenced herein remain the property of their respective owners. Electronic photos of Susanne Reilly are available from The Devon Group.

Media Contact:

Adrienne Turner
The Devon Group
(732) 542-2000, ext. 18
adrienne@devonpr.com