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HR CERTIFICATION INSTITUTE ANNOUNCES NEW EXECUTIVE LEADERSHIP TEAM MEMBERS
Appoints New Chief Marketing and Business Development Officers

ALEXANDRIA, VA, May 15, 2015 – The HR Certification Institute (HRCI), the premier HR credentialing organization dedicated to setting the standard for HR mastery and excellence around the globe, announced today that Kerry Morgan has joined the organization as Chief Marketing Officer and Heather Combs has been appointed Chief Business Development Officer.

“As businesses and other organizations increasingly utilize HR as a core strategic function, we are putting the right resources behind ensuring that our highly regarded, best-in-class certifications continue to be recognized and sought-after by HR professionals and C-suite executives in the U.S. and around the globe,” said HRCI CEO Amy Dufrane, Ed.D., SPHR, CAE. Fully 98 percent of Fortune 500 companies employ HR professionals who maintain one or more HRCI certifications.

“Bringing expertise and fresh perspectives from the business and nonprofit sectors, Kerry and Heather round out our executive management team and will play key roles in maintaining and building HRCI’s leadership position going forward,” added Dufrane. HRCI recently relocated its offices to a new, larger 18,350 sq.-ft. space in Alexandria, VA.

In her role as Chief Marketing Officer, Morgan will lead HRCI’s customer advocacy team to ensure that HRCI and its world class certifications are easy to find and engage with across all aspects of the customer experience. Morgan’s team includes marketing, certification services, and client relations’ experts who work together to acquire, retain and engage HRCI’s clients. Morgan also will develop and drive HRCI’s overall strategic communications initiatives in support of the organization’s mission, leadership position and future growth.

Morgan joins HRCI with more than 25 years of experience leading the brand strategy, marketing and communications for companies in both the private and nonprofit sectors. She comes to HRCI from Booz Allen Hamilton where she led the marketing for Booz Allen’s new products, services and partners in their Strategic Innovation Group. Prior to that, she was Senior Vice President of Marketing and Communications for United Way of the National Capital Area. Morgan has also served as VP, Marketing Communications for Prison Fellowship Ministries; VP of Brand and Marketing Communications, as well as in National and Affinity Sales VP roles, for XO Communications; and VP of Marketing Communications for Concert Communications.

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Morgan holds a Bachelor of Science in Business Administration from Miami University (Oxford, OH) and is a member of the American Marketing Association and regional CMO peer groups. She serves as a board member of exxploreSTEM and as communications chair for Floris United Methodist Church. Morgan lives in Herndon, VA with her husband and is preparing to have an empty nest.

In Combs' role as Chief Business Development Officer, she is responsible for ensuring the successful delivery and efficient operations of HRCI's best-in-class HR certification products and services and for developing and driving a comprehensive, coordinated and proactive global growth strategy. Combs will coordinate all business development initiatives to achieve maximum impact and better meet customer needs and to identify and expand new markets, partnerships and opportunities to drive business growth and enable product development.

Combs joins HRCI from Aronson LLC where she served as Chief Business Development Officer and was brought on board to hire and manage a team of direct sales managers. During her tenure at Aronson, she developed a go-to-market strategy and her responsibilities were quickly expanded to include all internal and external marketing. Before Aronson, she served as Chief Sales Officer for Hanover Research and led the sales division as part of a one-year, foundation-building effort for a new, high-growth B2B product. Prior to that, during her nearly 13 years with Corporate Executive Board, Combs served in multiple roles including Corporate Legal Exchange Practice Manager, Senior Director of New Product Development, Chief of Staff, and Director, New Business Sales.

Combs holds a Bachelor of Science in Political Science and Psychology and a Master of Public Service and Administration in International Relations from Texas A&M University. She resides in Washington, DC where she is enjoying raising four daughters.

About HRCI

Headquartered in Alexandria, VA, the HR Certification Institute (HRCI) is the premier professional credentialing organization for the human resources profession. For more than 40 years, HRCI has set the standard for HR mastery and excellence around the globe. An independent nonprofit organization, HRCI is dedicated to advancing the HR profession through developing and administering best-in-class certifications including the Professional in Human Resources (PHR®) and the Senior Professional in Human Resources (SPHR®). All of HRCI's credentials are recognized as the most rigorous, meaningful, and grounded professional certifications demonstrating competency, real-world practical skills and knowledge in the field. Together with HRCI-certified professionals in more than 100 countries around the globe, HRCI ensures, strengthens and advances the strategic value and impact of HR. Learn more at hrci.org.

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