



FOR IMMEDIATE RELEASE

HRCI MEDIA CONTACT:  
Joanna Graham  
[joanna.graham@hrci.org](mailto:joanna.graham@hrci.org)  
571-551-6723

### **HRCI Appoints New Members to Its Board**

David Bradford and Norm Smallwood Deepen Organization's HR, Technology Expertise

**ALEXANDRIA, Va., February 22, 2019** — HRCI has appointed two new members, David Bradford, CEO of FluentWorlds, and Norm Smallwood, co-founder of The RBL Group, to its board of directors, effective today.

"HRCI is pleased to welcome David and Norm to this group of seasoned professionals," said HRCI Board Chair Jim Lewis, SPHR, GPHR, founder and managing partner at J Lewis Consulting Group. "Their expertise adds depth to the HRCI Board of Directors: David's technology background as a business leader and Norm's international reach in the HR space will help HRCI maintain its position as the market leader for providing HR credentials that demonstrate excellence in the field."

The HRCI Board of Directors provides mission-based leadership and strategic governance to HRCI. Board members serve a three-year term and are eligible for reappointment for one additional term. The new board members are:

#### **David Bradford, JD, MBA**

David Bradford is revolutionizing language training in 3D virtual worlds. He and his wife of 45 years, Dr. Linda Bradford, are putting video gaming technologies at the core of training and instruction through their company, FluentWorlds.

He is the former CEO and chairman of HireVue. Prior to his work at HireVue, Bradford was CEO and chairman of Fusion-io, which created a memory platform that significantly improved performance in the world's data centers.

**-more-**

## Norm Smallwood, MOB

Norm Smallwood is a recognized authority on developing businesses and their leaders to deliver results and increase value. Prior to co-founding The RBL Group, he was a founding partner of Novations Group, where he led business strategy, organization design and human resources management projects for a variety of clients spanning multiple industries.

In 2010, Harvard Business Review recognized Smallwood for his “innovative and ground-breaking work on effective leadership.” He has co-authored several books, including “Results-Based Leadership,” “How Leaders Build Value” and “Agile Talent,” and has published articles in leading journals and newspapers, including The Washington Post, Forbes and Financial Times.

His current work relates to increasing business value by building organizational, leadership and people capabilities that measurably affect market value.

“David’s experience as a business leader, particularly with his technology background, and Norm’s experience in the international HR space and connection with the business community through The RBL Group will help move the organization forward in our development as a continuous learning organization,” said HRCI CEO Dr. Amy S. Dufrane, SPHR, CAE.

With the appointments of Smallwood and Bradford, HRCI’s board has 13 members, including:

- Jim Lewis, SPHR, GPHR, Chair
- Gardiner Hempel, Jr. CPA, GPHR, Secretary/Treasurer
- Jonathan Pearce, GPHR, Strategy Chair
- Andre T. Allen, MBA, Board Member
- David Bradford, JD, MBA, Board Member
- Dr. Amy S. Dufrane, SPHR, CAE, Chief Executive Officer
- China Gorman, Board Member
- Kay Kutt, GPHR, SGMS-T & SCRIP, Board Member
- Dr. Sandy Miles, SPHR, GPHR, Board Member
- Norm Smallwood, MOB, Board Member
- Steven T. Peluso, JD, MBA, Board Member
- Dr. Jonathan H. Westover, Board Member
- Nelson D. Zivic, MBA, GPHR, SPHR, Board Member

Responsible for determining the organization’s mission and purpose, the board serves to ensure effective strategic planning, to monitor and strengthen programs and services, to guide decisions for sound financial planning, to protect the legal and ethical integrity of HRCI, and to enhance the organization’s strong public standing.

The board governs the HRCI premier suite of seven HR certifications, including the Associate Professional in Human Resources™ (aPHR™), the Professional in Human Resources® (PHR®),

the Professional in Human Resources - California® (PHRca®), the Senior Professional in Human Resources® (SPHR®), the Global Professional in Human Resources® (GPHR®), the Professional in Human Resources - International™ (PHRi™), and the Senior Professional in Human Resources - International™ (SPHRi™). HRCI credentials are fully accredited by the National Commission for Certifying Agencies (NCCA).

### **About HRCI**

HR Certification Institute® (HRCI®) is the premier professional credentialing organization for the HR profession, setting the standard for HR rigor, excellence and expertise worldwide for more than 40 years. HR practitioners and organizations trust HRCI to ensure, strengthen and advance the strategic value of HR through credentials such as the Professional in Human Resources (PHR®) and the Senior Professional in Human Resources (SPHR®). All HRCI certifications are fully accredited by the National Commission for Certifying Agencies (NCCA), including six practice-based credentials and the Associate Professional in Human Resources™ (aPHR™) for line managers, students and others who are just starting out in HR. HRCI certifications are proven marks of distinction for various levels of competence, commitment, skill and knowledge in the HR field. Visit HRCI at <https://www.hrci.org/>.

# # #