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**BRAINBENCH MEDIA KIT**  
2005



## Brainbench 2005 Media Kit

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## *Media Release*

### **New Brainbench 2005 Global Skills Report Spanning 179 Countries** *Innovative study of online certifications delivers a wealth of information on outsourcing trends, patterns of economic development*

Chantilly, VA, July 12, 2005: Brainbench, a leading assessment provider, has released their 2005 Global Skills Report – a unique, highly detailed snapshot of the globalization of job skills. The new report is the third in a series begun in 2001, and summarizes data from more than 300,000 individuals worldwide. The report's findings offer some surprising results, as well as creating a highly quantitative overview of the emerging global, information-based economy.

Between May 1, 2004 and April 30, 2005, close to a million people in 179 countries completed online assessments of their work-related skills, abilities, and personality traits. More than 600 types of assessment were administered using Brainbench's computer adaptive testing (CAT) technology. Those who passed received certifications, and of those passing tests, slightly more than 300,000 results qualified for inclusion in the study.

According to Mike Russiello, President and CEO of Brainbench, "This edition of the study is by far the most comprehensive to date. In addition to the aggregated data for the past year, we now have longitudinal data spanning five years of assessments. We've also done extensive research into secondary data regarding job skills and the global economy. Together, this research offers both very detailed information about specific trends, and broader insights about the ongoing evolution of the global labor pool."

#### **The State of the Global Labor Pool**

A few of the report's high-level findings:

- While the U.S. still led the world in skill certifications, India showed an increase of more than 300% in just two years.
- Eastern Europe, specifically the Russian Federation, has a significant and growing body of IT competence, while Western Europe and Southeast Asia are also on the rise.
- Canada is a powerful player in certifications, especially in customer support.
- The Southern U.S. led the nation in certifications, reflecting population shifts and the growth of "insourcing" business processes to lower-cost areas of the country.
- India led in Java programming, while the U.S. led in security-based certifications.
- While Microsoft products dominate skills tests for applications, both Linux and Unix administration outpaced Microsoft Windows Server certifications worldwide.

The findings are perhaps most relevant to offshoring skilled jobs. This is partly because of the nature of the tests themselves: "The fact that our test instruments require English language skills and Internet access is really a factor," says Brainbench's Russiello. "On one hand, this leads our results to differ from some studies in identifying the most promising areas for outsourcing business processes. On the other, this study describes in detail the evolving labor market in dominant fields of information technology, and for a range of other key skills."

Analysis of the raw study data yielded numerous findings. Among these:

- IT matters everywhere: Information technology skills represent a significant economic factor for countries of all sizes and stages of development.
- A common language of work: The same basic knowledge, skills, and competencies underlie jobs across the globe, which will greatly facilitate the development of a more global economy.
- Competition is increasing: Many regions now offer high levels of technical skill; those with low costs as well will have a major advantage in the outsourcing of business functions.

### **The Future of Assessment**

Dr. Charles Handler, founder and President of assessment consultancy Rocket-Hire and the report's lead expert, believes that as the pool of technical skills grows in breadth and depth, assessing this talent effectively will become a key corporate competency. "These trends will tend to place a greater premium on selecting employees wisely," he explains. "No matter what the situation, selecting the best, most qualified individual for a specific job provides increasing levels of return on investment. This provides a strong justification for the continued growth of an assessment industry which can measure knowledge, skills, and abilities on a global basis."

This potential boom in the assessment industry is no surprise to Brainbench, which has built its business model on providing easy-to-use, highly scalable assessment solutions. Mike Littman, Brainbench's Vice President, Marketing comments that "if the labor pool is the whole world, connecting with the right talent becomes even more of a challenge for companies, and assessment technologies will be absolutely essential."

Once the industry matures, Littman continues, "We should already be looking at the next frontier for assessment. This may be technologies and processes that can link skill levels directly with ROI in a quantitative way. Predicting business results accurately in advance of staffing – that would be a really powerful assessment tool."

### **The Future of Work**

Looking toward the future, study co-author Mark Healy, an independent consultant specializing in organizational assessment, hiring, and leadership, points out that the very nature of the study offers a compelling message. "We should remember that at its core, the data in the report is the product of thousands of individuals from all nations and backgrounds," he explains. "In their efforts to join the global workforce, these people are shaping the very nature of work, changing the society and the world in which we live. It's important to realize that 'globalization' is not merely a corporate strategy or an economic policy: It's fundamentally a human phenomenon, a new chapter in the evolving story of the planet and its people."

Russiello hopes the study, and those to follow, will provide insights that contribute to understanding this emerging global workforce as a whole. "Our vision at Brainbench is to help people and organizations predict success on the job, where it matters most. In a sense, this report extends the reach of our assessments to entire populations. I believe that the more we understand how the world of work is changing – as individuals, as companies, and as nations – the better prepared we will all be to live in that world."

To order a copy of the Global Employment Skills Report, please contact Brainbench at <http://www.brainbench.com/globalskills2005/>



### **About Brainbench**

With more than 5.5 million registered users and more than 600 different assessments, Brainbench is the global leader in measuring the individual skills, abilities and personality traits that drive a company's bottom-line success. Brainbench helps clients test, track, and improve their employees' vital job characteristics, using the industry's largest ISO 9001-2000 library of tests. Their online assessment solutions improve hiring, retention, training success, customer satisfaction, and profitability for organizations such as Advance Auto Parts, Department of Homeland Security, H&R Block, IBM, Manpower, NASA, TAC Worldwide, TEKsystems, Wells Fargo and over 4000 other organizations. Strategic Investors include Manpower and Thomson Corporation. For more information visit [www.brainbench.com](http://www.brainbench.com).

### **Fast Facts About Brainbench**

1998 Founded by CEO Mike Russiello; Bill Lake, VP Sales; and Mike Littman, VP Marketing

1999 First online testing platform – using CAT (Computer Adaptive Testing)

2000 Achieved ISO 9001:2000 certification – first and only for an online test vendor

2001 Released 1st Global Skills Report

2003 Released 2nd Global Skills Report

2005 Introduced TotalMatch whole person online assessments

2005 Release 3<sup>rd</sup> Global Skills Report

Serviced over 4,000 organizations

Certified Individuals in over 175 countries

Delivered nearly 7 million tests worldwide

## Executive Team



### **Mike Russiello — President and CEO**

Mike Russiello co-founded Brainbench in 1998 and has been the driving force behind Brainbench's innovation and leadership in the market for online assessment solutions. Mike has led Brainbench's development of revolutionary online assessments and certifications-creating a platform that focuses on the needs for individuals and corporations to predict individual and employee success when it matters most: on the job.

In addition to his Brainbench leadership, Russiello serves as the Chairman of the Executive Committee for the States Career Clusters Business, Management, and Administration Working Group; serves on the Advisory Committee for the States Career Clusters Information Technology Working Group; and is on the Executive Advisory Board for CLO Magazine.

Mike graduated from the U.S. Naval Academy with a B.S. in Systems Engineering and was an officer aboard a nuclear submarine. Mike also holds a M.S. in Electrical Engineering from the University of California, San Diego, and an MBA in Finance from the University of Maryland. Prior to founding Brainbench, Mike worked as a senior salesperson for EDS's government services division.



### **Bill Lake — Sales**

Bill Lake is Vice President Corporate Sales and co-founder. Since helping start Brainbench in 1998, Bill has held strategic sales and marketing leadership roles for both consumer and corporate product lines and currently leads global corporate sales and channel development. Bill was Vice President Sales for the EDS defense business, and was named EDS' Salesperson of the Year in 1994. He is a former Army officer and a graduate of the University of Rhode Island.



### **Mike Littman — Marketing**

Mike Littman is Vice President, Marketing. He joined Brainbench in 1998, and oversees all marketing activities for both consumer and corporate product lines. Mike also hails from EDS, where he was responsible for the design and launch of the EDS Eastern Region Metrics and Estimating Center, as well as supporting opportunities with several federal and military agencies, including DOE, HUD and the Armed Forces. He received his bachelor's degree from the University of Connecticut.



## **Representative Client List**

Advance Auto Parts

BearingPoint

Department of Homeland Security

H&R Block

IBM

Manpower

McKesson

NASA

PriceWaterhouseCoopers

Right Management Consultants

TAC Worldwide

TEKsystems

Wells Fargo

And 4000 more organizations from the Fortune 500, U.S. Government agencies and industries including: financial services, health care, manufacturing, retail, service, technology, and telecommunications.



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