

Human Capital Leader to Chair Enterprise Engagement Alliance

NEW YORK – September 16, 2009 – The newly formed Enterprise Engagement Alliance today announced that Allan Schweyer has joined as Chairman. The Enterprise Engagement Alliance, founded in 2008 to support research, education, and outreach related to the emerging field of Enterprise Engagement, focuses on improving financial results through a strategic emphasis on customer, distribution partner, and employee engagement.

Allan Schweyer was most recently Executive Director and Vice President of Research of the Human Capital Institute (HCI) and is a Principal in the Washington DC based firm, Center for Human Capital Innovation.

The Enterprise Engagement Alliance is comprised of corporations, associations, suppliers, and media companies that have an interest in the various aspects of engagement that include leadership, communications (in print, online, face-to-face and promotional products), training, incentives, compensation, rewards and recognition, loyalty, and technology.

“The EEA is not an association or institution—it is an alliance of organizations whose common goals include developing the field of Enterprise Engagement,” said Schweyer. “Enterprise engagement involves numerous issues, it’s impossible for any one organization to be a primary resource for everything. It is our intent to work with organizations representing all of the disciplines of Enterprise Engagement to help make corporate America aware of the critical role played by engagement and the tools necessary to profit from it.”

Trained as a labor market economist, Schweyer has contributed to the field of human capital management for almost two decades. He is the author of two books, "Talent Management Systems" (Wiley, 2004) and "Talent Management Technologies", HCI Press, 2009). He is an internationally respected analyst and speaker on the topic of transformational human capital management for individuals, organizations, regions and nations. In 2009 he was recognized as among the “100 Most Influential People in HR and Talent Management”.

Allan’s contributions include the development of award-winning workforce management and information systems for government, international organizations and the private sector. In 2000 and 2001, he worked as a management consultant to Reed Business Information in Boston while attending graduate school at Harvard University.

Directly prior to joining HCI, Allan was a senior researcher, analyst and consultant with HR.com servicing large private and public sector clients worldwide. Allan's articles and white papers appear in dozens of popular media and industry specific publications worldwide.

“We’re excited to have Allan on board,” said Don Peppers, a founding member of the Executive Council. “He brings with him a deep appreciation for the role of human capital, and tremendous experience building successful organizations.”

The EEA was founded by Peppers and Rogers, its 1to1 Media® Group, Human Capital Institute, and Selling Communications Inc. It is advised by an Executive Council headed by Allan Schweyer that includes: Larry Emond, Director of Business Development for Gallup; Mike Foster, Chairman and Chief Executive Officer of the Human Capital Institute; Mike Hadlow, President of Engagement Technology LLC; Don Peppers, Founding Partner of the Peppers & Rogers Group, and Rodger Stotz, Principal of Delta Qi Consulting. Paul Hebert is the group’s Social Media Editor; Bruce Bolger is general manager.

Founding sponsors are: Business Marketing Association, Carlson Marketing Group, Catalyst Performance Group, Dittman Incentive Marketing, EGR International, Incentive Research Foundation, Gallup, Maritz, and the Incentive Federation. Founding media sponsors include Incentive and Selling Power magazines.

The organization’s portal, EnterpriseEngagement.org, will go live later this month. In the meantime, for more information, go to: http://en.wikipedia.org/wiki/Enterprise_Engagement, or follow the EEA on LinkedIn at www.linkedin.com/groups?gid=1926267 or on Twitter at [@EEA_Org](https://twitter.com/EEA_Org).