

## **LaMotta Joins Enterprise Engagement Alliance as Executive Director**

*Former Human Capital Institute VP Tapped for New Position*

**NEW YORK – September 21, 2010** – Steve LaMotta, a veteran in the talent management and marketing professions, has joined the Enterprise Engagement Alliance (EEA) as Executive Director. LaMotta will direct sponsorship activities to help better connect organizations that need engagement solutions with those that provide them. Allan Schweyer will remain the organization’s Research Chair, and Bruce Bolger its Managing Director.

The mission of the Enterprise Engagement Alliance is to foster and promote research, education, certification and networking opportunities that further engagement across the organization. Enterprise Engagement is a growing interdisciplinary field that connects people, performance and profitability among customers, employees, salespeople, vendors, communities and other channel partners.

### **Experienced Executive**

LaMotta has had a unique range of experience in talent management, marketing, and sales. He previously served as Vice President, Development and Alliances for the Human Capital Institute (HCI), where he was instrumental in tripling the organization’s revenues. Prior to HCI, LaMotta was a key member of the HRsmart executive team, responsible for business development, alliances, business process and professional services. He has also held the positions of Managing Partner at HR Alliance, Co-Founder and President at Staffing.org, Inc., and VP Business Development at Bernard Hodes Group and People Solutions, Inc.

Additionally, LaMotta has held various board seats for such well known Human Resource organizations as the Human Capital Institute, Society for Human Resource Management (SHRM), the Staffing Management Association (SMA), the EMA Foundation, SHRM National, and the DFW-SMA. In addition, he has co-chaired the HR Boardroom, a senior human resource executive group forum.

### **Focus on the Future**

As EEA Executive Director, LaMotta will focus specifically on EEA activities related to helping organizations find solutions and promoting the development of an industry of specialists equipped to provide engagement solutions in all business audiences. He will also spearhead the EEA’s sponsorship program that provides numerous ways for specialists to share their expertise and connect with organizations that can benefit from their services in all areas of external and internal marketing.

“The financial benefits of engaging people across the organization comes from the careful integration of many areas of business, including customers, channel partners, employees, and vendors, along with multiple tactics from leadership, training and

communications, to rewards, recognition, and technology,” says LaMotta. “I look forward to helping organizations find solutions and assisting engagement specialists of all types to expand their businesses by helping their clients succeed.”

### **About the EEA**

The mission of the Enterprise Engagement Alliance ([www.enterpriseengagement.org](http://www.enterpriseengagement.org)) is to provide research and education to help organizations profit from this growing interdisciplinary field that connects people, performance and profitability. Founders of the EEA include Peppers & Rogers Group and its 1to1 Media division; the Human Capital Institute; and Selling Communications Inc. PollStream, at PollStream.com, provides polling tools and expertise to help large organizations shape their corporate culture so that it's more connected, collaborative and productive.