



N19 W24400 Riverwood Drive, Waukesha, WI 53188 262-523-9090 800-488-4845 Fax: 262-523-9091 [www.mranet.org](http://www.mranet.org)

**Media Contact:**

George Blomgren

Tel: 262-696-3636

Fax: 262-696-3644

E-mail: [georgeb@mranet.org](mailto:georgeb@mranet.org)

**FOR IMMEDIATE RELEASE**

**David Georgenson Joins MRA as Director, Organizational Development**

March 12, 2008, Waukesha, WI – MRA – The Management Association (MRA) announced that it has hired David Georgenson as Director, Organizational Development. In this role, David will provide members consultative services in leadership development, manager and executive coaching, leadership assessments and strategic talent management planning.

David's experience includes key talent development positions in Fortune 500 organizations as well as small and medium size firms. He has served as a senior consultant on the staff of two well known leadership development consulting firms. In these positions David led talent development teams in the design and implementation of sales and leadership curriculum, performance management systems, retention programs, change management initiatives, and succession management strategies.

David believes that an organization's employees are one of its most important assets. He sees talent motivation, development, and performance as an organizational core competency that must receive the same attention as marketing, product development, customer service, etc. The process starts with senior leadership setting talent management as a priority and holding managers accountable for the people results. David has already leveraged his experience by helping MRA finalize its *Leading An Engaged Workforce* Certificate Series program.

Founded in 1901, MRA is a not-for-profit employers' organization serving more than 4,000 employers throughout Wisconsin, Illinois, and Iowa, covering close to a half million employees. An expert in the optimization of human resources, MRA applies its talent, tools and training to help organizations achieve their business objectives. For more information on MRA visit [www.mranet.org](http://www.mranet.org) or call 800.488.4845.

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