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PathPoint Consulting to Develop Performance Management Program for Starcom MediaVest Group

HOPKINTON, Massachusetts – (January 3, 2003) – PathPoint Consulting, an organizational development and human resources consulting firm, today announced that Starcom MediaVest Group (SMG) has selected PathPoint to development a new performance management program.

In this assignment, PathPoint will be working with SMG to build an integrated leadership and functional competency model for all US company divisions. Second, PathPoint will design an integrated performance management process to include objective setting, mid-year reviews, performance appraisals and individual development planning and coaching. Third, PathPoint will develop a 360-degree leadership survey, career paths, and training to accompany system rollout.

“We are pleased to be working with PathPoint on our performance management design,” says Karyn Detje, Senior Vice President of Human Resources. “ PathPoint’s broad-based understanding of people development systems, coupled with their in-depth knowledge of performance management make them a good partner for this important business initiative.”

“We look forward to beginning our work with Starcom to optimize their people and performance processes, says Van Latham, Ph.D., Practice Leader at PathPoint. “We look forward to designing high-quality tools and processes to help Starcom achieve its business objectives.”

About Starcom MediaVest Group

Ranked one of the largest brand communications groups in the world, Starcom MediaVest Group encompasses an integrated network of more than 3,800 contact architects specializing in media management, internet + digital communications, response media, entertainment marketing, sports sponsorships, event marketing and multicultural media. A subsidiary of Paris-based Publicis Groupe (www.publicis.com), SMG’s network of 110 offices in 67 countries fuels brand-building results for many of the world’s leading companies. For additional information, please visit www.smvgroup.com.

About PathPoint Consulting Incorporated

PathPoint Consulting is a human resources firm specializing in the custom design of leadership and organizational development products, interventions, and solutions. PathPoint works with clients to deliver high-affinity people solutions that positively impact business performance. Our strength is in linking business and human resources strategy and in the delivery of quality human resources programs. For additional information, including representative work, client portfolio, customer feedback, and biographical sketches, visit www.pathpointconsulting.com.

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