

PRESS RELEASE

CONTACT:

Lynn Oppenheim
President
Center for Applied Research
215-320-3200
loppenheim@mail.cfar.com
www.cfar.com

Katharine Watts
Press Contact
617-536-6860
kwatts51@comcast.net

CONSULTING FIRM EXPANDS LEADERSHIP TEAM

(PHILADELPHIA) 13 February 2006 - The Center for Applied Research (CFAR) - a privately held Center City management consulting firm specializing in strategy and organizational development - has promoted Debbie Bing, Linda May and Jennifer Tomasik to Principals.

“With this expansion of CFAR's leadership team, the firm strengthens its focus on our key services in organizational development and growth - collaboration, change and strategy,” said Lynn Oppenheim, CFAR President. “The academic training and broad professional experience of these talented individuals are significant assets in the firm's ability to serve clients in, academic medicine, hospitals and health systems, the pharmaceutical industry, and owner-led and family businesses.”

Debbie Bing is an expert in negotiation, mediation and organizational change. Ms. Bing is a leader of CFAR's Negotiation and Collaboration focus area and is a member of the firm's Telling the Strategy Story and Owner-Led and Family Business focus areas. Prior to joining CFAR in 1998, Ms. Bing was a consultant at the Aria Group, a conflict resolution consulting and training firm, where she worked with initiatives in Eastern Europe and the Middle East. Prior to the Aria Group, she was with the Victim Services Mediation Program, in New York City, and the Leonard Davis Institute for International Relations in Jerusalem, Israel. A Philadelphia resident, Ms. Bing holds a Bachelor of Arts

from Haverford College and a Master of Arts in Law and Diplomacy from Tufts University's Fletcher School of Law and Diplomacy.

Linda May is a leader of CFAR's Campaign Approach to Change focus area. Her expertise is in change management and systems approaches to organizational development. Ms. May has experience in a range of industries including foundations, higher education and academic medical centers. Before joining CFAR in 1997, she was Director of Planning for the Office of Information Systems and Computing at the University of Pennsylvania in Philadelphia. Prior to that she was a journalist for an English-speaking newspaper in Iran and a daily newspaper in Texas. Ms. May is a Philadelphia resident and holds a Ph.D. in Anthropology from the University of Pennsylvania.

Jennifer Tomasik is a leader of CFAR's health and hospital systems practice, with expertise in strategy, collaboration and organizational effectiveness. Her clients include health systems, academic medical centers, managed care organizations, pharmaceutical firms, foundations, and universities. Prior to joining CFAR in 1999, Ms. Tomasik worked as a health care analyst for Tufts Health Plan and as an associate for John Snow, Inc., an international public health consulting firm in Boston. She holds a Bachelor of Arts from Tufts University and a Master of Science in Health Policy and Management from the Harvard School of Public Health, and lives in Hoboken, New Jersey.

CFAR was founded in 1987 as a spin-off from the Wharton School of the University of Pennsylvania. Clients include Fortune 500 and mid-market companies, family and owner-led businesses, academic medical centers, associations, universities, foundations and social service agencies. The firm's consultants represent a broad array of academic disciplines-anthropology, economics, finance, psychology, and strategy among them-as well as professional experience. CFAR is known for its understanding of both the economics and human systems that compose organizations, and for its ability to work with clients to address emerging issues, especially those for which there is no straightforward solution or methodology.

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