



**PERSONNEL  
DECISIONS**  
INTERNATIONAL

REAL LEADERSHIP ADVANTAGE™

**FOR IMMEDIATE RELEASE**

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**PERSONNEL DECISIONS INTERNATIONAL NAMES LOIS TAMIR SENIOR VICE  
PRESIDENT OF EAST COAST REGION**

**MINNEAPOLIS (Feb. 7, 2006)** – Personnel Decisions International (PDI) today announced the promotion of Lois Tamir to senior vice president of the company's east coast region.

Tamir will continue her work as general manager of PDI's New York office, delivering executive and board level assessment, succession, and coaching services in a variety of business sectors, including financial services, technology, pharmaceuticals, consumer products, retail, and transportation, along with developing talent internally.

“Lois’ extensive work with our east coast clients is a major asset to PDI,” said Cynthia Marsh, president and chief operating officer of PDI. “We are excited to have her depth of knowledge and business savvy and look forward to the continued success it will bring to both PDI and the organizations with which we work.”

Prior to her position in the New York office, Tamir spent eight years in PDI's Dallas office as a consultant, and vice president and general manager. In those positions, Tamir was responsible for assessment, selection systems, organizational effectiveness, coaching, and business development.

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**ABOUT PERSONNEL DECISIONS INTERNATIONAL**

Personnel Decisions International (PDI) is a global human resources consulting firm with distinctive expertise in building leadership talent that provides real competitive advantage. With more than 600 team members in 28 offices around the globe, PDI partners with the world's leading organizations, enabling them to make consistently effective decisions about leaders.

Using field-tested strategies, systems, and tools that are unique in the industry — we help clients identify, develop, and deploy superior leaders. Our aim is simple — the well placed confidence that your current and future leaders are distinctively stronger than the competition, resulting in sustained, superior performance. For more information, contact PDI client relations at 1.920.997.6995 (in the U.S. 1.800.633.4410) or visit PDI's Web site at [www.personneldecisions.com](http://www.personneldecisions.com).