

Work-Life Policies Going West

The Center for Work-Life Policy and Sylvia Ann Hewlett Associates Opens its First California Office to Expand Impact on Talent Innovation

New York, NY June 6, 2011 – Highlighting the critical importance of talent management in driving competitive success in today’s global marketplace, the New York based Center for Work-Life Policy (CWLP), and its consulting arm Sylvia Ann Hewlett Associates, announced today the opening of a San Francisco office—its second expansion. This year the CWLP opened a London office in April. This development will extend the scope and reach of the CWLP’s cutting-edge research and allow the consulting team to work much more closely with California-based companies, helping them leverage talent across the divides of gender, generation and culture. Companies already working with the CWLP include Cisco, Intel, Genentech and Google.

“We have active and cutting-edge companies on the West Coast,” says Sylvia Ann Hewlett, President and Founder of the Center for Work-Life Policy. “This allows us to be in close contact with key members of our task force and advisory services clients.”

The Center’s publications include: *Off-Ramps and On-Ramps* (*Harvard Business Review*, 2005 and 2010), *Extreme Jobs* (*Harvard Business Review*, 2008), *Bookend Generations* (*Harvard Business Review*, 2009), *Emerging Markets* (*Harvard Business Review*, 2010), *The Sponsor Effect* (*Harvard Business Review*, 2010) and *For LGBT Workers, Being "Out" Brings Advantages* (*Harvard Business Review*, 2011), and *Winning the War for Talent in Emerging Markets: Why Women Are the Solution*, which will be published by Harvard Business Press in August 2011.

Noni Allwood is the new West Coast director for both the Center for Work-Life Policy and Sylvia Ann Hewlett Associates. “I have been involved with the CWLP since 2005 when I brought Cisco into the Hidden Brain Drain Task Force,” says Allwood. “The CWLP research and now its advisory services are an invaluable resource to companies and I am excited to be a part of the organization.” She brings over 20 years of experience as a corporate executive business operations and global talent strategies specializing in optimization strategies for diverse talent and strategic business operations. Her previous experience includes leading Cisco’s worldwide diversity and inclusion initiative. She has a degree in industrial engineering and is an alumnus of the Stanford University Executive Program. She currently serves on the Boards of Directors of Geographic Expeditions and Bring Me a Book Foundation, and co-chairs the Advisory Board of Professional Business Women of California.

The Center for Work-Life Policy (CWLP), a non-profit “think tank” based in New York City, has emerged as a thought leader in diversity and talent management, driving ground breaking research and seeding programs and practices that attract, retain and accelerate the new streams of talent around the world.

CWLP’s flagship project is the Hidden Brain Drain Task Force—a private-sector task force focused on helping corporations leverage their talent across the divides of gender, generation,

geography and culture. The 67 global corporations and organizations that constitute the Task Force—representing 4 million employees and operating in 190 countries around the world—are united by understanding that the full utilization of the talent pool is at the heart of competitive advantage and economic success.

Sylvia Ann Hewlett Associates, a boutique consultancy focused on helping companies leverage top talent in today's complex global marketplace, is the advisory services arm of the Center for Work-Life Policy. In 2009, Sylvia Ann Hewlett Associates formed an exclusive alliance with Booz & Company to develop and drive the strategies needed to engage the full spectrum of human capital.

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