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## **Profiles International Announces Rosewood Hotels & Resorts as a 2009 Outstanding Client Winner**

Waco, TX, January 15, 2010 – Profiles International recognizes Rosewood Hotels and Resorts as a 2009 Outstanding Client. Since partnering with Profiles International in 2004, Rosewood has reduced turnover and increased productivity. Rosewood uses two products – ProfileXT<sup>®</sup> and Customer Service Profile<sup>™</sup> (hospitality version), and has successfully lowered recruiting costs and increased employee engagement.

Rosewood has realized a number of key benefits by using the [ProfileXT<sup>®</sup>](#) and [Customer Service Profile<sup>™</sup>](#) assessments. Their average tenure of employees that were a good match is 16 months, compared to only 11 months for poor matches, and their cost for a good match selection is about \$3,600 versus \$5,200 for a poor match. Rosewood's recruiting expenses per hire dropped by almost 80 percent. Good match employees continue to grow their skills and capabilities; while poor match employees' capabilities are almost stagnant.

"We congratulate the entire Rosewood organization," said Jim Sirbasku, CEO of Profiles International. "The esteemed recognition that Rosewood continues to receive reflects all of the hard work, ingenuity and care that each employee puts towards ensuring the success of the organization, one guest at a time."

Rosewood has proven that better matched employees cost less to hire and train, and ultimately stay with the company longer. Additionally, the indirect ROI they experience provides a better understanding of how to most effectively communicate with prospective employees and new hires as well as get them up to speed and productive faster. With this information, they can strategize and customize their management style for each employee instead of generalizing how they manage to every employee.

### **About Profiles International, Inc.**

Profiles International is the world's leader and innovator in selecting and developing high-performance workforces. Profiles International does this through innovative human resource management solutions and a comprehensive suite of employment assessments that help companies worldwide gain a competitive advantage by selecting, hiring, retaining, and developing great talent. Profiles International is the preferred choice of many of the largest companies because of the quality of its products and services, and its consistent revalidation of its diverse collection of employment assessments. For more information about Profiles International's suite of human resource management solutions, visit <http://profilesinternational.com>

### **About Rosewood**

Established in 1979, [Rosewood Hotels & Resorts](#) is the premier manager of ultra-luxury properties throughout the world. Rosewood has more than 20 properties around the world, including the US, England, Mexico, Saudi Arabia, Dubai and Japan. They are a recognized leader in the resort industry with more than 200 awards and honors from the likes of *Travel + Leisure*, *Conde Nast* and *Forbes Traveler* magazines. Recently ten properties from their esteemed collection were featured on *Travel + Leisure's* 2009 World's Best Awards list.