



FOR IMMEDIATE RELEASE:

Raleigh-Wake Human Resource Management Association (RWHRMA) Comp & Benefit Program on October 28, 2009

Raleigh, NC, – October 16, 2009 Donya Rose will present “Sales Roles, Motivation and Compensation – Putting it All Together to Create Value” on October 28, 2009 at Glaxo Smith-Kline – RTP from 8:00 AM – 10:30 AM. Join Rose as she shares insights into linking your business strategy to the sales compensation plans through identifying the various selling roles, increasing sales performance by appropriately rewarding sales leaders and their teams for strong performance while balancing the cost to the organization, and improving the overall plan understanding.

Donya Rose is the Founding Partner of The Cygnal Group, located in North Carolina. She has over twenty years experience in leading the design and implementation of systems and processes to ensure alignment of sales results with top business priorities. She specializes in incentive plan design, most often sales compensation plan design. Recent clients include Home Depot, Red Hat Software, Valassis, and Comcast. Prior to founding The Cygnal Group, Ms. Rose was a consultant in Towers Perrin’s Sales Rewards Practice. Before joining Towers Perrin, she worked for a global materials science company where she managed numerous change initiatives. Ms. Rose was awarded a Bachelor of Science in Mathematics from Davidson College, and a Master of Science in Operations Research and Systems Analysis from the University of North Carolina at Chapel Hill.

The session will be held at the GlaxoSmithKline Commercial Operations Center Building - 5 Moore Drive, RTP. There is no charge for RWHRMA members, TSHRM members fee is \$18, and non-members fee is \$25. For additional information and to register, please visit www.rwhrma.org.

About RWHRMA: Raleigh-Wake Human Resource Management Association (RWHRMA) is a not-for-profit human resources professional association and is a local affiliate of the national [Society for Human Resource Management \(SHRM\)](http://www.shrm.org) organization focused on serving the HR professional and advancing the HR profession. Established in 1954 and nationally recognized for its many award-winning programs and a premier chapter of SHRM, RWHRMA provides many professional development, community service, and networking opportunities to its more than 500 members representing a variety of businesses and industries. Contact: Barb Giarelli, Communications Chair, RWHRMA, 919-269-2313 or Giarelli_Barb@cat.com



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