



FOR IMMEDIATE RELEASE

## **Employee Energy Expert at eePulse, Inc. Chosen as “2014 Top Technology Trendsetter”**

*Theresa Welbourne, Ph.D. of [www.eepulse.com](http://www.eepulse.com) chosen as Technology Leader by Survey Magazine*

Saline, MI – March 26, 2014 – The employee energy experts at eePulse, Inc., [www.eepulse.com](http://www.eepulse.com), announced today that their CEO, Theresa Welbourne, Ph.D. was chosen as a “2014 Top Technology Trendsetter” in the Technology Leader category by *Survey Magazine*. Dr. Welbourne is the founder, President, and CEO of eePulse, Inc., the Director of the Center for Entrepreneurship and the FirstTier Banks Professor of Business at the University of Nebraska, Lincoln (UNL), and an affiliated research scientist at the Center for Effective Organizations, Marshall School of Business, USC.

According to the March issue of *Survey Magazine*, Welbourne was chosen because she “is a visionary for what technology can do in creating better leaders.” In addition, the column states that:

“After conducting extensive research, [Welbourne] brought technology experts together to move the ideas forward and turn this data into a valuable service. Now anyone can easily see data about their particular work environment and business, find issues before they become major problems, and make changes to increase sales and productivity.”

### **Employee Energy Expert Chosen as Technology Leader and Innovator**

Welbourne was nominated in January 2014 via an online application asking about her expertise and contributions to innovations in technology. After review by the *Survey Magazine* editorial team, she was chosen as one of the ten, “2014 Top Technology Trendsetters” and is featured in the March 2014 issue of the publication at [survey magazine.org](http://survey magazine.org).

The eePulse Team and Welbourne have created technology innovations that:

- Transform employee energy surveys into leadership tools;
- Use predictive, leading metrics on people that can be collected and fed back as frequently as weekly.
- Help managers improve performance management and give employees feedback, learning journals and actions coming out of dialogue.
- Utilize new metrics and energy pulsing because employee energy is both an optimization metric and something that has to be trended.

“We are thankful to be recognized for the years of work we have put into technology innovations that have been proven to change the employee engagement process and how employee energy is measured,” states Welbourne. “It’s time to stop doing the same type of survey over and over again without getting results. We are changing the way performance management is done so that employee engagement, performance and overall, organizational success increases.”

### **Employee Engagement via the Annual Leadership Confidence and Energy Pulse® Study**

Currently, Welbourne is encouraging leaders to take part in the free, Annual Leadership Confidence and Energy Pulse® Study at [www.leadershippulse.com](http://www.leadershippulse.com). After the study closes, participants will receive benchmarking reports and complete diagnostic data to help understand more about employee energy and their firm's readiness for growth in 2014.

eePulse’s annual Leadership Confidence and Energy Pulse study began in 2003 and is conducted in partnership with Mercer and the Center for Effective Organizations (CEO) at the University of Southern California. It is a university-backed program that benefits thousands of participants and business students as the data and learning is distributed worldwide.

To start increasing employee energy and employee engagement, visit [www.eepulse.com](http://www.eepulse.com) to learn more.

#### **About eePulse, Inc.**

Founded in 1996, eePulse helps organizations drive business-goal achievement, culture, growth, and innovation via performance management/improvement products and services. Via a suite of cloud-based technology tools with a proprietary delivery model, eePulse reinvents the way employee surveys, performance management, human capital metrics, and development are done. Clients create and sustain a high sense-of-urgency-culture, optimize individual energy, teach through organization-specific best practices, and use fast and easy-to-access technology tools that support data-driven decision making to improve performance. eePulse also powers the Leadership Pulse, which is the first and only real-time leadership benchmarking and personal / team learning process ([www.leadershippulse.com](http://www.leadershippulse.com)). For additional information, visit [www.eepulse.com](http://www.eepulse.com).

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