



51 Everett Drive, Suite B-103  
PO Box 386  
Princeton Junction, NJ 08550  
609.799.5005  
Fax 609.799.8555  
[www.cognetics.com](http://www.cognetics.com)

## **FOR IMMEDIATE RELEASE**

### **CONTACT:**

Deborah Nelson Young  
Vice President, Cognetics Corporation  
51 Everett Drive, Suite B-103 – PO Box 386  
Princeton Junction, NJ 08550  
Phone: 609-799-5005 Extension 231  
<http://www.cognetics.com>  
[deborah@cognetics.com](mailto:deborah@cognetics.com)

### **Cognetics' Pauker-Kreitzberg named to Global Committee on the Future of OD**

Princeton Junction, NJ – October 22, 2003 – Anne Pauker-Kreitzberg, President, Alignment Advantage was named as a US committee member to the Global Committee on the Future of Organizational Development (OD).

Ted Nguyen, who chairs the New Jersey OD Network in addition to the new organization, announced the introduction of the Global Committee on the Future of OD. The Committee's charter is to promote the success and future of OD in the global markets and creating better and innovative solutions for future OD challenges. In announcing who had been selected to join the group, Ted said, "The field of O.D. is changing rapidly in this interwoven global economy. It is an exciting time to practice organization development. Please join me in supporting the work of this important Committee. Together, we can and will make a difference in the future of our profession."

The Committee consists of an Advisory Board, Planning Team, and highly talented OD practitioners worldwide. Senior corporate OD leaders serving on the Advisory Board, who will assist in guiding the work of the Committee, are from Aventis Pasteur, Bristol-Myers Squibb, Cendant, Honeywell, Johnson & Johnson, Kraft Foods, Merck & Co., Pfizer, Philips, and UBS Financial Services.

Cognetics Corporation, founded by Dr. Charles Kreitzberg in 1982, is a leader in the field of computer-human interaction. Cognetics' mission is to align business, technology and people. The company offers an array of services in the field of user-centered interaction design and usability. Its LUCID Framework™ for incorporating usability into the software development process is widely recognized as a standard and used worldwide.

Anne Pauker-Kreitzberg is President, Alignment Advantage. The consulting firm Anne founded in 1995 merged with Cognetics Corporation in 2002, resulting in the expansion of Cognetics management advisory services. She leads the company's business-technology alignment practice and is also a frequent speaker and author on organizational effectiveness.

For information: <http://www.cognetics.com>

Contact: At Cognetics: [deborah@cognetics.com](mailto:deborah@cognetics.com) Phone 609-799-5005 ext. 231

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