



13th INSME Annual Meeting

“Improving Productivity in SMEs and Their Role in Global Value Chains”

From the 15th to the 17th of May 2017
Puerto Vallarta - State of Jalisco, Mexico

Mr. Chuck Russell

Chairman & CEO

BestWork DATA

United States of America

Chuck Russell is a thought leader in the business applications of predictive DATA that measure how people think, learn and behave. His first book, Right Person-Right Job, Guess or Know, showed how the information provided by the latest generation of assessment technology shattered the traditional paradigms of management, hiring, and training. Over the last ten years, he has developed a series of disruptive innovations within the assessment industry, combining state-of-the-art psychometrics with an easy-to-use system that eliminates the need for experts or special training. Using this DATA, each individual can be seen in terms of the job behaviors needed in any position or within any team through bias-free metrics, thus strengthening non-discriminatory hiring practices. Chuck has a degree in Economics from Spring Hill College, and is a member of Mensa.