



## David Creelman

### Latest Thinking

*"Investors and boards are coming to recognize that human capital has a big impact on the value of a company. They haven't recognized how to come with grips the subject—it's not as hard as they think."*

### Background

David Creelman is CEO of Creelman Research and a consulting partner with The RBL Group. He does writing, research and speaking on the most critical issues in human capital management. His clients include think tanks, consultants, academics and organizations in Japan, the US, Canada and the EU. He publishes regularly in the US, Japan, Peru, Turkey, Brazil, South Africa, Holland, Romania and Singapore.

Prior to founding his own company David was Chief of Content and Research for HR.com. As the first employee of HR.com David played an integral role in growing a successful dot com—one that continues to thrive. For many years David was a management consultant in Canada and Malaysia, most notably with the Hay Group. He also taught Rewards and Performance Measures at the University of Malaya executive MBA program. Before venturing into human resources consulting, David worked in finance for Gulf Canada in Toronto and IT for Wood Gundy in the London.

He has a MBA from the University of Western Ontario and a Combined Honors B.Sc. in Chemistry and Biochemistry from McMaster.

### Areas of Expertise

David has led many thought leader panels with the Human Capital Institute including Global Talent Management, Learning Strategies, and the ROI of Talent Management. His current focus, in collaboration with Dave Ulrich, is on what organizations should report about human capital intangibles to the financial markets.

### Publications

- *"Reporting on Human Capital: What the Fortune 50 Tells Wall Street about Human Capital Management"*  
Creelman Research / The RBL Group Inc.
- *"Performance Management: The Impact of Technology"*  
*Oracle / Workforce Management*
- *"Organization Values in Times of Disruptive Change"*  
*Works Institute, Japan*

### Contact

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