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Rachel Rodin Wolman joins Penn Schoen Berland as Vice President, Human Resources

Washington, D.C., April 20 – Rachel Rodin Wolman has joined Penn Schoen Berland as a Vice President, the firm is pleased to announce today. Working from Washington, D.C., and reporting to CEO Mark Penn, Wolman will oversee the firm’s personnel development, training, and recruiting operations worldwide.

Wolman comes to PSB from Teach For America, where she worked on the organization’s 20th Anniversary Summit. Previously, she was a senior consultant at the Persimmon Group, where she advised a range of organizations on their approach to human resources projects.

“Rachel’s extensive and diverse experience in human resource management will be an immediate asset to our firm as we continue to grow our global operations,” said Mark Penn, CEO Penn Schoen Berland.

“I am extremely pleased to join the passionate, dynamic, and dedicated consultants at Penn Schoen Berland,” Wolman said. “I look forward to continuing to build and improve the human resource function as the firm grows to help our clients confront 21st century challenges.”

Rachel holds a B.A. in English from Columbia College and an M.B.A in Management and Human Resource Management from Columbia Business School.

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About Penn Schoen Berland

Penn Schoen Berland, a unit of the WPP Group (NASDAQ: WPPGY), is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. We have over 30 years of experience in leveraging unique insights about consumer opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. PSB executes polling and message testing services for Fortune 100 corporations and has helped elect more than 30 presidents and prime ministers around the world. More information is available at www.psbresearch.com