

**CHRISTOPHER D’MARCO, CHANGE & RESPONSE STRATEGIES, LLC, TO SPEAK ON TRIPLE
BOTTOM LINE: IT’S NOT JUST ABOUT DOLLARS & CENTS ANYMORE!**

Morristown, NJ – On Friday, June 25, Christopher D’Marco, Executive Vice President, Change & Response Strategies, LLC, will be a Keynote Speaker at the Workforce Investment Board of Bergen County’s Step and Take the Lead seminar program, held at the Courtyard by Marriott, 120 Polito Ave., Lyndhurst, NJ. The program runs from 9:00am to noon. Registration is required. For more information or to RSVP please contact Andrea Schaffel at andsch@bergen.org.

In Mr. D’Marco’s own words, he states, “It’s not just all about the numbers anymore. From the BP disaster in the Gulf of Mexico to the never-ending debate about labor and employment; from green buildings to global online communities, the definition of success has significantly shifted from pure dollars and cents to equilibrium where people, planet and profit are all important. This new reality is the Triple Bottom Line (3BL). 3BL thinking is no longer purely an academic discussion; come see how 3BL can impact both individuals and small businesses and propel you toward a new level of success. 3BL will soon become a household expression – don’t be left out.”

Mr. D’Marco has a background in organizational development with an emphasis on change, cultural transformation, leadership, team building turnaround management, and Lean Six Sigma. Well regarded in his field, he has keynoted at professional, trade and non-profit venues to include the Society for Human Resources Management, the Healthcare Recruiters Association, the Association for Continuing Higher Education, United Jewish Organization, Commerce & Industry Association of New Jersey and several universities within the NY metropolitan area. Change & Response Strategies, under the leadership of Mr. D’Marco has provided training and consulting in over 150 companies since starting in 2004. He is also a published author on lean principles.

Mr. D’Marco holds a Bachelor of Arts in Applied Sociology with a minor in Industrial Psychology from Montclair State University and is Lean Six Sigma qualified through Villanova University. Additionally, he holds Certificates from Cornell University, American Management Association, The Foundation Center, The Pacific Institute, Achieve Global and Lee Hecht Harrison and is currently pursuing additional advancement in organization development. Additionally, Mr. D’Marco has been a member of SHRM since 2004.

Founded in 2004 as a consortium of management strategists, human resources professionals, marketing consultants and corporate trainers, Change & Response Strategies (CRS) helps private, public and not-for-profit organizations meet their business objectives by assisting them in strengthening their company vision, strategic plan, competitive advantage, developing their staff and improving their business processes and overall infrastructure. Recently ranked among the Top 25 Management Consulting Firms in New Jersey by NJBIZ, CRS’s focus is to help organizations cultivate a culture that supports continuous innovation.

Change & Response Strategies, LLC is a proud member of the American Society for Training & Development, Commerce & Industry Association of NJ, the Organization Development Network, the Society for Human Resources Management, New Jersey Chamber of Commerce, Executive Women of

New Jersey, Industrial/Commercial Real Estate Women of NJ, Newark Regional Business Partnership and Meadowlands Regional Chamber of Commerce and Platform for Progress.

For more information or to set up a consultation, please call Change & Response Strategies LLC at 973.993.1144.