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CHICAGO, IL – AUGUST 2, 2007 – cavalryHR, the rapidly expanding interim staffing and project professional recruiting services firm headquartered in downtown Chicago, announced today that it has launched a slate of creative personnel consulting solutions aimed at marketing organizations.

Already a leading interim staffing and project personnel recruiting industry leader, Chicago's cavalryHR has expanded its team of Creative Marketing Staffing & Recruiting consultants. Known for their cutting-edge interim professional solutions, cavalryHR recently taken on a fresh team of hr consultants with creative, marketing and advertising industry backgrounds and the expertise to handle the unique professional staffing and recruiting challenges unique to finding the right Illustrator, copywriter, brand manager, data analyst, media buyer, presentation specialist, graphic designer, SEO manager or even a flash animator, event manager, or web designer for a particular project's needs.

Cavalry's project-based creative marketing solutions were designed to expand the marketing capabilities of their clients by bolstering the efficacy of their existing marketing teams in terms of innovation and execution. Their creative marketing consultants are ready to deal with HR situations ranging from post relocation, acquisition or merger departmental reorganization or seasonal workload change prep to performance pressure acclimatization. Their creative marketing staffing and recruiting solutions focus on enhancing client's execution capabilities, developing the consistency of their marketing communications and improving personnel retention.

According to Keith S. Price, cavalryHR's President and Founder, the firm's new Creative Marketing Staffing and Recruiting specific interim solutions will be primarily focused on the personnel needs of advertising agencies, PR and media relations firms as well as promotions and marketing organizations. Personnel needs, which have traditionally represented trouble spots for SHRM professionals. Prior to carving out his own niche with cavalryHR; Price built up an exceptional strategic human resource management track record at a number of prominent hr firms including Mercer, PricewaterhouseCoopers and Resources Global Professionals. He has managed both locally, nationally and internationally oriented interim staffing and project-based professional recruiting efforts –for a variety of Fortune 500 companies and entrepreneurial micro-businesses.

“Keith is all high energy and vision when it comes to this new creative marketing solution,” said Catina C. Banks, cavalryHR Vice President of Operations who followed to cavalryHR from Chicago, IL's Resources Global Professionals. “It's not just the winning; Keith enjoys the process. He has a kind of compulsive curiosity that drives his ability to see a particular business or even a whole industry's staffing and recruiting needs, break them down and figure out how to make them work better. I guess what I'm getting at is that Keith's is a born tinkerer – he has a unique natural, intellectual curiosity when it comes to strategic human resource management issues. He's great at taking personnel issues apart and learning enough to understand and ultimately resolve them.”

“We're truly proud of the new human resource services we're offering. Expanding into the creative marketing industry will allow us to offer cavalryHR's unique interim staffing and project-recruiting solution to clients with issues related to creative concerns from brand management and planning or Interactive marketing and design

to content development or advertising and communications,” said Price. “We are focused on helping clients to design, plan and execute their talent acquisition strategy including the delivery of consulting and training,” Price went on to add. “Right now, cavalryHR now has hundreds of professional hr consultants dedicated to helping our new creative marketing clients target and recruit the kind of human capital success depends on – quickly and affordably.”

Currently cavalryHR maintains consulting offices in Chicago, Dallas, Atlanta & Boca Raton. More information about the Chicago-based interim solutions firm is readily available at: cavalryhr.com.

ABOUT CAVALRYHR, LLC

From the moment the professional services firm was founded, the strategic human resource consultants of cavalryHR have offered businesses from Chicago to Shanghai the interim staffing and project professional recruiting solutions micro-businesses and major corporations depend on. Their consultants know what it takes to retain or replace managers, executives, and other highly skilled professionals in a globally competitive staffing and recruiting environment. Their interim services consultants offer clients a more efficient way to take full advantage of every enhanced project professional recruiting or interim staffing opportunity globalization has turned loose on businesses everywhere. Overtaxed HR decision makers depend on cavalryHR for personnel solutions from workforce planning and succession management to leadership development, – as well as for the interim staffing expertise they need to have access to the professional talent success requires.

When your firm needs “the right experience at the right time,” just give them a call during regular business hours by dialing: **888-989-0003** or send them an email anytime via: www.cavalryhr.com.

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