

## **For Immediate Release**

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### **Accel Advisors Offering Professional Diversity Resources on Demand**

*New Service Line Fulfills Corporate Needs and Allows Greater Control for Businesses*

**Cincinnati, OH – April 28, 2008** – Many companies have turned to Accel Advisors to help plan and execute comprehensive diversity initiatives, but the work with current clients highlights the lack of infrastructure to support the growing diversity business imperative. Many clients have expressed the need for help in just one area or with only one project, so Accel Advisors has launched a new service line: Diversity on Demand.

With the launch of this new offering, Accel's mission is to help business leaders execute their internal initiatives by supplementing their existing teams with experts from Accel. Operating as part of the client's team, they provide the intellectual capital and execution capability to help managers drive internal change and regain control of their strategic initiatives.

"Over time, we've found that many companies are challenged to appropriately fill very specific diversity roles," Rod Robinson, Managing Partner at Accel Advisors, said. "This staff augmentation solution will enable the client to essentially select, from our pool of consultants, a temporary resource that can become a part of their team on an interim basis. This will provide clients with a proactive, cost-effective solution for their diversity needs."

Diversity on Demand will align with Accel's three core practice areas: strategic sourcing, diversity management/HR and multicultural marketing. The service will be staffed by Accel's team of experts including former chief procurement officers, multicultural marketing vice presidents, global diversity executives and subject matter experts with leading traditional consultancies.

Accel Advisors, based in Cincinnati, Ohio, is a professional services firm specializing in segment marketing and best practice sourcing, helping companies profit from a changing diverse marketplace. Through strategic sourcing, the team at Accel helps corporations cut costs, improve efficiencies and enhance shareholder value. Using proprietary ROI-driven methodologies, analytics and tools, Accel Advisors helps organizations in the financial services, healthcare and utilities industries increase productivity, reduce cost and drive revenue. For more information, call 513-562-1262 or visit [www.acceladvisors.com](http://www.acceladvisors.com).

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