



CEREBYTE INC. | FACT SHEET

Corporate Headquarters:

P.O. Box 1674
Lake Oswego, Ore. 97035

Phone: 1-888-355-0213

E-mail: contact@cerebyte.com

Web site: www.cerebyte.com

Leadership Team:

William Seidman, PhD, President and Chief Executive Officer
Michael McCauley, Vice President, Product Development
Rick Grbavac, Vice President, Account Management

Year Established: 1997

Business Overview:

Cerebyte Inc. helps organizations achieve extraordinary performance by integrating advances in technology, neuroscience and management decision-making to develop and deploy best practices and other forms of organizational cultural change.

Originally forged on a two-pronged approach of using innovative methodologies to gather expert knowledge, from within an organization, and using breakthrough technologies to guide others to internalize the gathered knowledge, the Cerebyte solution has continued to evolve. Today, the Cerebyte approach relies on the latest research in positive deviance, fair process, neuroscience and mass customization. With a strong scientific foundation, Cerebyte optimizes organizational performance faster and more completely than ever.

Select Client Experience:

American Family Insurance
The Brower Quadrant
CVS/Pharmacy

Hewlett-Packard
Jack in the Box
Local Insight Media

Sears
Strategic Financial

Media Contact:

Shannon Riggs, LANE PR, 503-546-7885, Shannon@lanep.com