



Bruce Brownell of Fulcrum Partners LLC, Speaker at HR Management Institute Event

PONTE VEDRA BEACH, FL--(Mar 21, 2013) - *"Enhancing HR as a Strategic and Transformative Business Partner in Times of Volatility and Change"* was the topic at the recent International Performance Management Institute (IPMI) HR Management Institute event. Among those speaking to the select group was Bruce Brownell, co-founder and Managing Director of Fulcrum Partners LLC, one of the nation's leading and largest executive benefits consultancies. Held at the Gaylord Palms Resort in Kissimmee, Florida, (February 24 - 26, 2013) the B-2-B information sessions were attended by delegates and service providers on an invitation-only basis.

[Bruce Brownell](#), who spoke on the topic, "What's Next for Non-Qualified Deferred Compensation," said, "In today's fluid business environment, it is critical for Human Resources professionals to recognize that Total Rewards and executive compensation are changing forever. The challenge is to take a fresh look at taxes and wealth creation, to recognize that now is the time to review all things 409A, and to understand and be in command of the technology tools available to human resources professionals. I was honored to be part of this dynamic event."

With over 25 years in financial consulting, including the past 15 years exclusively in Executive Benefits, Bruce Brownell's experience includes the full range of [executive benefit plans](#), including the integration of equity-based plans, tax deferred executive compensation arrangements, supplemental retirement strategies, and other executive benefit and performance based plans. Highly knowledgeable in IRC Section 409A, Bruce Brownell is also one of the pioneers of Fulcrum's Executive Benefits Benchmarking practice.

About Fulcrum Partners LLC:

Fulcrum Partners LLC (www.fulcrumpartnersllc.com) is one of the nation's leading and largest executive benefits consultancies. With a team of experienced industry professionals who serve with diverse skill sets, targeted experience, and in-depth expertise in executive compensation and benefits consulting, the consultants at Fulcrum Partners focus on an integrated approach to the design, financing, and plan administration of executive benefits programs. Fulcrum Partners LLC is a wholly independent, member-owned firm dedicated to helping organizations enhance their Total Rewards Strategy. Founded in Ponte Vedra Beach, Florida, in 2007, today the company has offices in Atlanta, Georgia; Chicago, Illinois; Charleston, South Carolina; Columbus, Ohio; Delray Beach, Florida; Honolulu, Hawaii; Houston, Texas; Los Angeles, California; Orlando, Florida; Ponte Vedra Beach, Florida; Portland, Oregon; and Washington D.C.