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## **For Immediate Release**

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## **Arcus Hires Director of Strategic Initiatives & Chief Diversity Officer**

*Masai Lawson joins the team as the firm pushes towards the next level*

**HARRISBURG, Pa. (September 3, 2008)** – Arcus, a nationally recognized staffing, recruiting and direct placement firm announced today the hiring of Masai Lawson as Director of Strategic Services and Chief Diversity Officer.

Masai is responsible for guiding the management team on initiatives such as talent management solutions and recruitment process outsourcing (RPO) channels that allow Arcus the opportunity to utilize technology, tools and recruiting best practices to develop and enhance high quality candidate pipelines to continue to allow them to make smarter hires more quickly. She also leads the way on the Arcus diversity and inclusion goals, designs innovative strategies for meeting the diversity needs of clients, develops relationships with diverse professional organizations for talent acquisition, and benchmarks progress on inclusion initiatives.

“Her competitive approach, articulate presentation, comfort in being both behind the scenes and in front of clients, and her knowledge and understanding of industry trends and opportunities that exist, made her an obvious choice for the Arcus team, said R. Douglas Firestone, President and CEO of Arcus. “Her knowledge and expertise is a true asset to both me and the Arcus team as a whole as we continue to provide exceptional talent solutions to our clients.”

Prior to joining Arcus, Masai held several senior-level positions in the staffing and talent management industries. Throughout her career, she was instrumental in researching, developing and implementing cutting-edge initiatives that have allowed both the companies she has worked for, as well as clients, to gain a competitive advantage within their respective markets.

Masai attended Drexel University and majored in marketing. She is an active member in several professional and community organizations, and has served as a mentor in the Harrisburg community for more than 10 years.

### **About Arcus**

Arcus consistently delivers exceptional talent and innovative consulting solutions to clients. That's their commitment. The company excels at identifying unique client needs, crafting solutions to meet those requirements and delivering superior service each time they are engaged in the hiring process. Since organizations and hiring needs are so unique, Arcus offers a comprehensive range of services including temporary contract assignments, permanent placements, temp to perm arrangements, right to hire opportunities, and human capital, staffing and recruitment strategies. The firm's corporate headquarters is located in Harrisburg, Pennsylvania, with offices in Philadelphia, Pittsburgh, Atlanta, Chicago, Detroit, Irving and Los Angeles. Arcus employs more than 200 people and has annual revenue in excess of \$25 million. For more information about Arcus and our talent solutions, please visit [www.Arcus.net](http://www.Arcus.net).

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