



Manpower Inc. Appoints Emma van Rooyen as Vice President of Global Marketing and Ken Hunt as Senior Vice President, Chief Legal Officer

MILWAUKEE, Wis., Jan 14, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- Manpower Inc. (NYSE: MAN), a world leader in the employment services industry, today announced that Emma van Rooyen has been named Vice President of Global Marketing, effective February 15. Ken Hunt also joined Manpower as Senior Vice President, Chief Legal Officer in December 2007.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080114/AQM147-a>)

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080114/AQM147-b>)

(Logo: <http://www.newscom.com/cgi-bin/prnh/20060221/CGTU012LOGO>)

As the top marketer within the organization, van Rooyen will be charged with driving all critical elements of the marketing mix -- brand, advertising, direct and online marketing, events, market research, public and media relations -- across the Manpower portfolio of brands, playing a key role in refining and executing on the company's global business expansion strategy.

"Emma has an exemplarily record in developing and implementing global marketing strategies that have resulted in substantial business and financial growth for top global services organizations," said Jeffrey A. Joerres, chairman and CEO of Manpower Inc. "I am confident that her experience in creating new marketing strategies and outreach programs that utilize the latest marketing technologies including social networking and web based applications will serve her well as we continue to grow into our new, contemporary brand," Joerres added.

Van Rooyen has deep background and expertise in business-to-business and professional services marketing at leading global organizations. She was a Principal at the global management consulting firm Booz Allen Hamilton, where she led Global Commercial Services Marketing and then Global Government Marketing from 2002 to early 2008. Her marketing programs have garnered awards in global competitions designed to recognize superior achievement in branding and reputation with a particular emphasis on marketing effectiveness. Additionally, van Rooyen was the marketing lead on a program that Harvard Business Review nominated as one of the top 20 new business ideas in 2005.

Prior to Booz Allen Hamilton, van Rooyen led large marketing teams at other leading professional services firms in Europe and the United States. She served as a Global Director of Marketing at Deloitte Consulting LLP and before that as a Marketing Director in the Technology, Information, Communications and Entertainment Group at PricewaterhouseCoopers. Van Rooyen is emblematic of a new generation of global marketer, having lived and worked in Africa, Europe and the United States and delivered world-class marketing programs around the world. She holds an MBA in Strategy and International Business from the Open University Business School, London, U.K., and a BA in English and Philosophy from the University of South Africa.

Ken Hunt's new role will include serving as the company's General Counsel and leading Manpower's overall legal plan and structure, as well as managing corporate governance and securities.

"Ken has been associated with Manpower for over 25 years as our outside counsel, which makes the move inside very natural and welcomed because we know each other very well," said Joerres.

Prior to joining the company, Hunt was a shareholder, member of the Corporate Law Practice Group and member of the Management Committee for Godfrey & Kahn, S.C, Manpower's primary law firm.

Hunt is a member of the Business Law Section and the Taxation Section of the American Bar Association. He is listed in The Best Lawyers in America in the Corporate, Mergers & Acquisitions and Securities Law categories. He also has served as an instructor on the faculty of the University of Wisconsin Law School for several years, teaching a course on corporate acquisitions and restructuring.

Hunt was admitted to practice law in 1976. He graduated with distinction from the Duke University Law School where he served as editor of the Duke Law Journal. He received his undergraduate degree from the University of Michigan.

About Manpower Inc.

Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry; creating and delivering services that enable its clients to win in the changing world of work. The \$18 billion company offers employers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. Manpower's worldwide network of 4,400 offices in 78 countries and territories enables the company to meet the needs of its 400,000 clients per year, including small and medium size enterprises in all industry sectors, as well as the world's largest multinational corporations. The focus of Manpower's work is on raising productivity through improved quality, efficiency and cost-reduction across their total workforce, enabling clients to concentrate on their core business activities. Manpower Inc. operates under five brands: Manpower, Manpower Professional, Elan, Jefferson Wells and Right Management. More information on Manpower Inc. is available at <http://www.manpower.com>.

SOURCE Manpower Inc.

<http://www.manpower.com>

Copyright (C) 2008 PR Newswire. All rights reserved

News Provided by COMTEX