



Psychometrics Canada celebrates its 40th anniversary

Edmonton, Alberta – November 23, 2016 – Psychometrics Canada is honoured to be celebrating its 40th year of operation. Since its founding, Psychometrics Canada’s innovative spirit has kept it ahead of its competition. Using data to help organizations make better talent decisions, scoring assessments by computer in the late 1970s, and providing one of the first online testing platforms for psychological assessments are just a few examples of this.

Throughout its tenure, Psychometrics Canada has been a leader in its field, working with some of the largest and most progressive [companies](#) both in Canada and internationally, including Rogers Communications, Lafarge, Scotiabank, Suncor Energy Inc., Four Seasons Hotels, and London Drugs.

“Since the company’s inception, we have always looked for inventive ways to help organizations maximize their employees’ performance and productivity,” explains Mark Fitzsimmons, company President and son of founder George. “We understand the value it brings to an organization to select the right employee and then develop their strengths and abilities.”

Psychometrics Canada wishes to thank its loyal client base and its community for a prosperous first forty years, and looks forward to another 40 years of developing innovative human and organizational performance solutions using the science of psychology.

About Psychometrics Canada

Psychometrics Canada helps HR departments across the world make strong talent selection and development decisions. Objective data, gathered from their psychological assessments, provides insights into personality, behaviour, cognitive abilities, leadership potential, safety, and reliability that clients use to evaluate job candidates, build better teams, develop leaders, resolve conflict, and run career development programs.

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Psychometrics History

- 1976 - Family business founded by Dr. George Fitzsimmons, a professor of Educational Psychology at the University of Alberta
- 1979-2005 – Partnered with Canadian Test Centre as their research and scoring service for the K-12 Canadian Achievement Test

- 1980s – Partnered with Stanford University to bring the [Strong Interest Inventory](#)[®] to Canada. Developed a Canadian version
- 1980s – Began distributing the [MBTI](#)[®] assessment in Canada
- 1990 – Developed the French Canadian version of the MBTI Form G
- 1991 – Developed the French Canadian version of the Strong Interest
- 2001 – Published the [Work Personality Index](#)[®] assessment
- 2002 – Published the Career Interest Profiler and Career Values Scale
- 2001 – Launched CareerID.com, one of the first online testing platforms for psychological assessment
- 2001 – Wins Alberta e-business of the year
- 2006 – Became the only authorized distributor of the MBTI, Strong and FIRO-B instruments in Canada
- 2008 Dr. George Fitzsimmons retires. Business is taken over by his son Mark Fitzsimmons
- 2012 Psychometrics Canada acquires Westgroup Solutions, a boutique assessment firm specializing in recruitment and selection
- 2016 Celebrates 40 years