



"My Passion is...

*to help companies fit the right people in
the right places to drive organization
performance. Accurate assessment
ensures employee-job and employee-
organization fit."*



Ira Wolfe
Assessment Consultant and Executive Coach

Ira Wolfe brings nationally recognized expertise in personality and skill assessment to his role at Bright Tree Consulting Group. As founder and president of his own consulting company, Success Performance Solutions, Ira has helped organizations across the United States find and hire the right employees, align people with business operating objectives, and identify high-potential leaders.

In 1999 Ira delivered a provocative and compelling forecast of the 10 and 20 year labor market. It wasn't long before Ira found himself speaking to audiences all over North America about The Perfect Labor Storm, resulting in the 2005 publication of a book by the same name. His newest book, The Perfect Labor Storm 2.0: Workforce Trends That Will Change The Way You Do Business has been described by readers as "fantastic," "outstanding," and "required reading for every Human Resource Professional, business owner, and elected official." Ira is also the author of Understanding Business Values and Motivators. Ira has trademarked a highly successful system, called CriteriaOne®, to assist organizations in job benchmarking, employee selection, and managing performance.

Ira is a highly sought-after expert for interviews in dozens of publications, including The Wall Street Journal and BusinessWeekOnline, as well as being the frequent guest on several business cable news shows discussing workforce trends, employee hiring and retention strategies. Ira has been the featured keynote at a wide variety of conferences, conventions, association meetings and Chamber of Commerce audiences, reaching thousands of business leaders and human resource professionals every year.

Ira started his career as a highly successful dentist who grew a large practice in central Pennsylvania. The need to hire the right staff piqued his interest in assessment and he pursued this field with intensity, ultimately achieving his current prominence as a national expert. He received his B.S. degree from Muhlenberg College and his DMD degree from University of Pennsylvania. He is nearing completion of his Master's Degree in Leadership and Ethics at Duquesne University. Ira resides in Lancaster, PA. with his wife Janeen.