



The Omnia Group Marks 40 Years of Innovation in Workforce Assessments

The Omnia Group marks 40 years of workforce assessment innovation, helping SMBs hire, develop, and retain top talent with science-backed, bias-free solutions.

TAMPA, FL, UNITED STATES, March 3, 2025 /EINPresswire.com/ -- The Omnia Group (Omnia)

“

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Keather Snyder

proudly commemorates its 40th anniversary as an industry leader in workforce assessments and talent solutions. Since its inception in 1985 with its flagship product, the Omnia Assessment, a [scientifically validated, bias-free, EEOC-compliant behavioral assessment](#), Omnia has been at the forefront of empowering small and mid-sized businesses to hire, develop, engage, and retain their talent.

Over the past 40 years, Omnia has continuously innovated and evolved, transforming from paper-based behavioral assessments sent via the U.S. postal service, then via fax,

and now to a modern, mobile-friendly product available in 15 languages across 15 countries.

Rooted in its mission to help companies achieve their talent management goals, Omnia diversified its products and added the [Omnia Cognitive Assessment](#), the [Omnia Grammar Assessment](#), CareerMaze, benchmarking, and a suite of profiles to its offerings over the years.

Co-founder and CEO Heather Caswell reflected on the company’s journey: “This 40-year milestone is a testament to our commitment to behavioral science, innovation, and client success. Having delivered more than 3 million assessments and navigated four recessions and a global pandemic, we stand stronger than ever. I couldn’t be prouder of our team’s resilience and dedication to our sustained growth and impact.”

What sets Omnia apart is its experience, ability to benchmark every job role specific to every industry, and personalized customer service. They offer instant automated behavioral profiles and analyst-written custom profiles and reports carefully created after 1:1 client consultations.

President and COO Keather Snyder said, “As a woman-owned, women-led small business in Florida, the impact Omnia has made on businesses in the state is immense. It’s incredibly

rewarding to have clients who've been with us since the beginning and team members celebrating over 25 years of service."

"Driven by our core values—being Smart, showing Love of People, staying Client Focused, striving for Excellence, and remaining Committed—we consistently deliver outstanding results and build lasting relationships," Keather added. "In an era of AI chatbots and automated voice support, we take pride in offering unlimited, live, real-human client support. This personal touch sets us apart and reinforces the trust our clients place in us. It reflects our dedication to exceptional service, which our clients truly value and appreciate. As we embrace innovation in the new decade, we remain committed to balancing technology with the human connection that defines us."

Looking ahead, Omnia remains steadfast in providing talent assessment solutions to help companies build stronger, more effective teams and a thriving company culture. Omnia extends its gratitude to its clients, partners, and employees for their continued support and collaboration.

About The Omnia Group, Inc.

The Omnia Group empowers companies to hire the right fit for every role and grow and inspire their workforce. Through scientifically validated, EEOC-compliant workforce assessments and benchmarking backed by behavioral science, Omnia provides the insight and data necessary to confidently hire, develop, and retain top talent.

Founded in 1985, Omnia was among the first to pioneer behavioral analysis in the U.S. workplace. Today, it offers assessments in 15 countries and 15 languages, serving a diverse global clientele across industries and helping organizations build stronger, more effective teams and a thriving company culture.

Learn more and experience the new Omnia at www.omniagroup.com, info@omniagroup.com, or +1 800-525-7117.

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