

## MaxKnowledge Press Release

August 1, 2012

MaxKnowledge Hires Veteran Publishing Executive to Manage Sales

Irvine, CA, August 1, 2012 - Jim Vastyan, a veteran executive in higher education publishing, joins MaxKnowledge as Vice President of Sales.

Jim came to MaxKnowledge from Harvard Business Publishing where he served as the National Sales Manager for Private Sector Colleges and Universities. Prior to that, Jim worked for Cengage Learning (formerly Thomson Learning) as the Director of National Accounts.

Jim began his career with McGraw-Hill College Division as a Sales Representative over 30 years ago and quickly moved up to the position of Regional Sales Manager. He started and led McGraw-Hill's Custom Publishing Division which grew exponentially under his leadership. Jim's senior management positions at McGraw-Hill include Vice President & General Manager for the Canadian subsidiary of the College Division and Vice President of Marketing for McGraw-Hill Higher Education.

"We are very pleased to have Jim on our executive team to better serve the employee training needs of our sector," said Dr. Amir Moghadam, President and CEO of MaxKnowledge. "We proudly serve over 1,300 career colleges and universities and our unique business model allows us to support the entire sector from single-campus operations to the largest multi-campus institutions. Jim's extensive experience in enterprise-level consultative and solutions-selling in the career college sector will enhance our ability to meet the specific needs of our individual clients."

"In the career college sector, employee training and development has become one of the most critical factors affecting institutional success," said Jim. "Seasoned career college executives realize that maximizing faculty and staff performance leads to student retention and success. MaxKnowledge is clearly the leading employee training provider in our sector and I'm very proud to have joined this fine organization. I'm particularly pleased to represent the Center for Excellence in Education, the company's flagship employee development initiative with the Imagine America Foundation."

### About MaxKnowledge

MaxKnowledge is the leading training provider for the career college sector of higher education. The company provides professional development and continuing education opportunities for the management, staff and faculty of career colleges and schools - worldwide. The company's mission is to maximize the performance of career college operations through effective employee training and development. For more information, please visit: [www.maxknowledge.com](http://www.maxknowledge.com).