

PRESS RELEASE

Date April 2008

For Immediate Use

Course-Source Appoints New Sales and Marketing Manager

E-learning specialists Course-Source have appointed Paul Higgins to the new role of Sales and Marketing Director. The role has been created to grow the business by 30% over the next year, to unify sales activities and support a young sales team pushing into new sectors such as the recruitment and finance industry, media, publishing, transport and education sectors, and enhance existing high visibility within the Health and Local Government Sectors.

Higgins has been involved in the education and training industry for the last 10 years, and has experience across all areas of eLearning, including consultancy, implementation, informal, blended and social learning. He has particular expertise in driving new products to market and has worked previously with Wimba UK, Blackboard Inc., and Serco Group Plc.

He will lead a growing sales team at Course-Source and also head up marketing strategy, working with Marketing Associate Gemma Howell and Course-Source's external marketing resources, The Source Marketing and Suzanne Evans Communications.

Weblink: www.course-source.net

-ENDS -

Note to Editors: -

For further information, please contact Suzanne Evans at Suzanne Evans Communications on 020 8687 0173 or 07973 149104. Email suzanne@suzanne-evans.co.uk

