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**FOR IMMEDIATE RELEASE**

## **The Training Associates Announces Executive Promotions**

### **Herb Blanchard and Andrea Turner Tapped To Lead Sales, Operations Divisions**

**Westborough, MA – April 16, 2009** - The Training Associates (TTA), the largest provider of trainer consultants and solutions, announced that it has appointed Herb Blanchard to Vice President of Sales and Andrea Turner to Vice President of Operations to assist in guiding the company's overall direction.

Herb joined TTA in 2002 as a Client Development Manager for key accounts in the Central US Region. As a top sales producer, he led the development of TTA's concentrated expansion into the Training Outsourcing market. In his new role, Herb will be instrumental in developing larger scale trainer delivery solutions and roll-outs. In addition, he will utilize his deep consultative experience to forge strategic client partnerships and develop TTA's Enterprise market.

Andrea has been with TTA since 1999. As the Director of Sales, she was responsible for managing the national sales team to meet the needs of TTA customers through various trainer delivery programs. In her new role, Andrea will be applying her vast knowledge of various industry specific trade functions to research best corporate practices, develop internal processes, and cultivate strategic operational partnerships for TTA.

Maria Melfa, President of TTA, said, "For the first time in our company history, we have extended promotions to two individuals who are deserving of Vice President positions. Both Herb and Andrea have made large contributions to the growth and success of TTA. Their outstanding track record for rapidly identifying and taking advantage of emerging industry trends in trainer delivery has been invaluable. I'm looking forward to strategizing with Herb and Andrea on our immediate needs as well as our long term goals for continued growth."

#### **About The Training Associates**

TTA has over 2,000 trainer consultants on agreement, taught over 500,000 class-days, and, in addition to the many proprietary courses it teaches, offers over 11,000 standard and custom IT & professional business skills courses. When required, it partners with many other training development, technology & classroom providers to ensure clients receive the best learning experience at the greatest possible value. Leading technology partners include Microsoft, IBM, HP, Novell, Oracle, Cisco, SUN, Adobe, & many more. [www.thetrainingassociates.com](http://www.thetrainingassociates.com)

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