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## **The Training Associates Hires Director of Trainer Services**

*Trainer Consultant & Solutions Provider Hires Mike Simard*

**Westborough, MA – February 23, 2010** - The Training Associates (TTA), the largest trainer consultant and solutions company, announced the hiring of Mike Simard as a Director of Trainer Services to provide best-in-class trainer solutions for IT Vendor clientele.

Mike brings to TTA more than twenty years of successful sales and management experience. Mike recently held the position of Vice President of Sales and Marketing for a successful training organization supplying real world skills to our US Military all around the globe. Mike has also held upper level management positions in a couple of New England based Fortune 500 companies including The Travelers and Computer Sciences Corporation. Mike obtained his MBA from the University of Massachusetts in Amherst and currently resides in Westfield, MA.

Maria Melfa, President at The Training Associates said, "With Mike's focused skill sets and proven track record of providing superior training solutions, we're looking forward to him servicing our IT Vendor clients."

### **About The Training Associates**

As the largest trainer provider and only company specializing in trainer staffing and consulting, TTA has been trusted since 1994 by all types and sizes of companies worldwide for expert IT and professional business skills instructors. By relying on TTA, clients receive 100% guaranteed, high quality training delivery, at the lowest prices, on-demand, where and when they wish. They do so with less risk, cost, and overhead than using staff or contract instructors or training providers and thereby significantly increase their training events, sales and profits.

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 15,000 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. Learn more at [www.thetrainingassociates.com](http://www.thetrainingassociates.com)

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