



## PRESS RELEASE

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Waltham, Massachusetts

### **Electude Appoints Vernon Anthony as Product Marketing Director**

Electude International, the leading global provider of automotive e-learning solutions, has announced the appointment of Vernon Anthony as its new Product Marketing Director.

Mr. Anthony joins Electude from Jones & Bartlett (Ascend Learning), where he was Publisher of CDX and other skilled trades solutions. Prior to CDX, he spent over three decades working in the automotive and career and trades publishing sectors, including senior positions with Pearson and Cengage (Thomson Delmar Learning). He holds a BA from Miami University in Ohio.

Thomas Snyder, the Chief Commercial Officer of Electude International, stated, "We are delighted that someone with Vern's caliber and background has joined the Electude team. The knowledge, expertise and experience that Vern brings to Electude will strengthen us greatly. We are on the verge of a major product expansion and Vern will take the lead in rolling it out in key markets." Mr. Snyder continued, "There is no one with more in-depth and varied experience in automotive solutions and publishing than Vern Anthony."

"I am thrilled to be part of this team," Mr. Anthony said about his appointment, "Electude's learn-by-doing, outcome-based e-learning approach is truly unique and exciting in automotive technology education today."

Mr. Anthony started with Electude on August 1<sup>st</sup>, 2017, and has already begun his work on the expanded product portfolio.

**About Electude:** Electude ([www.electude.com](http://www.electude.com)) is the world's leading automotive e-learning company. Built on a quarter century of experience in providing students with the most effective, engaging and enjoyable method of learning. Electude prides itself on focusing on equipping instructors with the techniques, tools and training to give students the best educational experience possible. With clients in over 50 countries spread over 6 continents, Electude is available in more than 30 languages. Electude is a true educational innovator that provides the most comprehensive and effective automotive e-learning solution currently available in the market.



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