

# PROFORMATIVE

**For Immediate Release**

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## **Proformative Appoints Former Oracle CFO Jeffrey E. Epstein to Strategic Advisory Board**

San Jose, CA – September 16, 2014 - Proformative—the largest and fastest growing educational resource for corporate finance professionals—has announced the appointment of former Oracle EVP and CFO Jeffrey E. Epstein to its advisory board. Epstein currently serves as operating partner for Bessemer Venture Partners.

“We’re thrilled to have Jeff join our advisory board. Jeff is a proven business leader and luminary among chief financial officers. With his expertise in building world-class finance organizations, he will be instrumental in helping us continue to build the premier learning platform for the office of the CFO,” said Proformative CEO John Kogan.

Prior to joining Oracle, Epstein served as chief financial officer of several public and private companies, including DoubleClick, King World Productions and Nielsen’s Media Measurement and Information Group. Earlier in his career, he was an investment banker at The First Boston Corporation. Epstein also serves on the boards of directors of Kaiser Permanente, The Priceline Group, Shutterstock and Global Eagle Entertainment.

“I’m pleased to have the opportunity to be part of Proformative’s advisory team, particularly now with the launch of Proformative Academy,” said Epstein. “They’ve built tremendous value for their corporate finance members as the clear leader in knowledge-sharing for the office of the CFO, and I’m looking forward to contributing to their future growth.”

Proformative’s advisory board provides guidance on issues that directly impact the value the company delivers to its members and ensures that the company maintains its leadership position as the knowledge sharing resource for the office of the CFO. Epstein joins Oracle SVP of Finance and Treasury Dr. Eric Ball, and CFOs Stuart Brown of RedRobin and Daniel Carter of BevMo! on the advisory board.

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## **About Proformative, Inc.**

The largest and fastest-growing online educational resource for the office of the CFO, [Proformative](#) enables finance professionals to make smarter business decisions, connect with their peers, build their skills and advance their careers. In addition to an unparalleled peer-to-peer knowledge-sharing community, members also have access to [Proformative Academy™](#), which provides excellence in online learning for the office of the CFO through highly focused courses taught by experienced finance practitioners. Based in Silicon Valley, CA, Proformative reaches more than 70,000 registered community members and 1.5 million site visitors annually, including corporate finance and related executives at companies ranging from start-ups to the Fortune 500.

## **Learn more about Proformative:**

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