

# PROFORMATIVE

## For Immediate Release

Contact: T. Babbi

Tel: (408) 400-3993

E-Mail: [press@proformative.com](mailto:press@proformative.com)

## **Proformative Launches On-Demand Learning Platform, Transforming Employee Development for the Office of the CFO**

*Proformative Academy™ offers online, anytime-anywhere  
professional development, certification and career-advancement courses  
for corporate finance, treasury, accounting and related professionals*

San Jose, CA – October 7, 2014 - [Proformative](#), the largest and fastest growing professional development resource for corporate finance, has launched [Proformative Academy™](#), transforming employee development for the office of the CFO through a centralized platform providing on-demand courses, practitioner-delivered instruction, continuing professional education credits, and program measurement tools for people managers. With Proformative Academy's highly focused functional training and tools, finance leaders from companies of all sizes can now address skills-gaps to develop deeper knowledge, broader capabilities and increased productivity within their teams.

*"We created Proformative Academy to address a massive professional development gap within the office of the CFO," said Proformative CEO and co-founder John Kogan. "Historically, employee development programs for finance have been driven by employees and managers relying on disparate, inefficient and inflexible learning resources—most of which were delivered 'live' and required travel and great expense. Proformative Academy integrates practical professional education and tools into a single online, on-demand platform that delivers precisely what finance leaders and their teams need: accessible, cost-effective, high-caliber education and skills building—all of which leads to improved productivity now and better career advancement options down the road."*

Proformative Academy provides finance, treasury, accounting and related professionals with immediate access to collaborative learning tools and, at launch, more than 120 courses in a range of categories, including technical finance and accounting, compliance, risk management, leadership, career development, technology and more. All courses and tools are accessible on-demand via smartphone, tablet, laptop or PC. Each course, taught by top industry practitioners with decades of experience, is subject to peer-based reviews and ratings to ensure the highest quality curriculum possible.

# PROFORMATIVE

*"Employee development is front of mind at Proto Labs, and Proformative Academy is a tremendous resource to build the knowledge and skills of our finance and accounting staff," said Jack Judd, CFO of Proto Labs, Inc. (NYSE: PRLB). "The on-demand courses and manager dashboard contribute to the success of the program by keeping it simple and easy to manage. It's an extremely cost effective way to deliver critical employee training to improve our team's productivity and capabilities."*

Proformative Academy's learning features and benefits include:

- Collaborative tools and functionally-specific curriculum enabling individuals, employees and managers to sculpt customized development programs and track, manage and report progress.
- Practical, highly focused topics developed and taught by experienced practitioners and subject matter experts. Students can ask questions and interact with their instructors, even after course completion.
- Chapter-based, one-hour courses enabling learners to consume instructional content on their own schedule and pace. Tracking tools allow users to stop, start and review content at any time.
- Easily-managed CPA, CTP, CMA, CIA and other credits to meet professional certification requirements.
- Courses can be purchased a-la-carte or as part of monthly or annual subscriptions with unlimited access to all courses. Corporate license agreements are available for multiple users within a company.

*"Before we started using Proformative Academy, it was nearly impossible to find appropriate, cost-effective training to address the range of needs and skillsets across my finance team," said Eurotech CFO Leann Zawodniak. "Now I'm able to quickly create specific professional development plans in collaboration with my employees, and my team appreciates the fast, flexible access to an incredibly broad range of courses. We finally have a professional development process for finance that works for our employees and our managers."*

To learn more about Proformative Academy, please visit [www.proformativeacademy.com](http://www.proformativeacademy.com).

For more information about Proformative's corporate training programs, contact Dave Cowan, VP of Business Development, at 408-400-3993, x106.

## **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

# PROFORMATIVE

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:**

Proformative: [www.proformative.com](http://www.proformative.com)

Proformative Academy: [www.proformativeacademy.com](http://www.proformativeacademy.com)

LinkedIn: <http://www.linkedin.com/company/proformative>

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