

PROFORMATIVE

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Proformative Reaches 100,000-Hour Milestone in Delivering Professional Development and Training to the Office of the CFO

Proformative enables professional development, peer-to-peer knowledge sharing and continuing education for corporate finance, treasury and accounting professionals

San Jose, CA - December 16, 2014 - [Proformative](#), the largest and fastest growing educational resource for the office of the CFO, has delivered more than 100,000 hours of online professional development and training to senior-level corporate finance and accounting professionals since 2010. Proformative reaches more than 200,000 members and site visitors per month, providing high value educational content through [Proformative Academy](#), webinars and live events.

“We launched Proformative in 2009 to transform knowledge acquisition and sharing for the office of the CFO,” said John Kogan, co-founder and CEO of Proformative. “This is an incredibly demanding and continually evolving field of business, requiring finance, treasury and accounting professionals to stay on top of—and even ahead of—new regulations, processes, technologies, trends and other imperatives. We’re proud of our track record in delivering the most useful professional knowledge to our community, and hitting this 100,000-hour mark is a tremendous achievement.”

Proformative’s online training resources help finance professionals address knowledge- and skill-gaps, increase productivity, advance their careers, and meet annual CPE certification requirements through:

- [Proformative Academy](#): The online learning platform launched in October 2014 with more than 150 CPE/CE-accredited on-demand video-based courses in a range of categories, including accounting, finance, risk management, leadership, career development and technology
- [Webinars](#): Over 150 live webinars annually, covering a variety of timely topics led by subject-matter experts
- Live events, including flagship conferences [CFO Dimensions](#) and [ProformaTech](#), providing interactive workshops and instructional sessions with world-class speakers

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- Editorial content, comprising exclusive articles, white papers, product reviews and a highly active community-driven Q&A forum with more than 10,000 ongoing discussions on a wide array of topics for the office of the CFO

What Users Say

"I've found Proformative's online training solutions to be extremely easy and convenient to access. More importantly, Proformative Academy's courses are informative and very useful for my current role."

—Barbara Beaudin, CFO, PharmBlue LLC

"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. 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." —Jack Judd, CFO, Proto Labs, Inc.

"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. 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."

— Leann Zawodniak, CFO, Eurotech

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 through highly focused courses taught by experienced finance practitioners. Based in Silicon Valley, CA, Proformative reaches more than 75,000 registered members and close to 2 million visitors annually, from financial analysts to CFOs at companies ranging from start-ups to the Fortune 500.

Learn more about Proformative:

Proformative: www.proformative.com

Proformative Academy: www.proformativeacademy.com

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

Twitter: @proformative