

memoryBlue Announces Selection Panel for Alumni of the Year Award

Group Combines Sales Industry Experts and Prominent College Educators

Tysons Corner, VA - memoryBlue today announced a top-flight panel of judges that will help determine the winner of the company's second annual Alumni of the Year award. The panel features noted sales industry expert and author Trish Bertuzzi, as well as two collegiate-focused professionals in John O'Brien and Dr. Terry Loe.

These highly accomplished inside sales professionals and renowned educators have spent their careers furthering the sales industry, as well as building bridges between talented college students and the sales profession.

Each member brings a range of sales experience and knowledge to the panel:

- **Trish Bertuzzi, President and Chief Strategist at The Bridge Group** - Over the last two decades, Bertuzzi has relentlessly promoted inside sales as a community, profession, and engine for revenue growth. In the process, The Bridge Group has worked with over 200 B2B technology clients to build, expand, and optimize their inside sales efforts. She is also a noted author of the #1 Amazon bestseller, "The Sales Development Playbook" and appears on multiple lists as one of the most influential individuals in the entire sales industry.
- **John O'Brien, President at AroundCampus Group LLC** – O'Brien currently serves as President of The AroundCampus Group, the nation's premier college-obsessed media and marketing company. Every summer, the company hires 600+ college students from across the country to serve in sales positions for his firm. These students receive sales training, mentorship and career guidance from The AroundCampus Group. Based in Chapel Hill, NC, the organization serves over 250 college and universities in 41 states. He has been honored each of the two years as a member of the "25 Highest Rated CEOs" list on Glassdoor.com.
- **Terry Loe, Ph.D., Director, Center for Professional Selling and Professor at Kennesaw State University** - Dr. Loe leads The Center for Professional Selling at Kennesaw State University's Cole College of Business. The organization is one of nine founding members of the University Sales Center Alliance and seeks to advance the sales profession through academic leadership. Additionally, Dr. Loe oversees the National Collegiate Sales Competition (NCSC) annually. Inaugurated in 1999, the NCSC is the largest and oldest sales role-play competition in existence. NCSC participants come from the most elite sales programs located at universities around the world, where the exceptional education, training and faculty have collaborated to develop the next generation of sales leaders.

"We're incredibly proud and honored to have these distinguished sales industry professionals helping memoryBlue judge the applicants this year," said company Co-Founder and Managing Partner Chris Corcoran.

The memoryBlue Alumni of the Year Award recognizes former employees who have achieved outstanding accomplishments in their high tech sales careers. The award recipient will win \$5,000 to spend on a vacation anywhere in the world and will be announced on Friday, April 8, 2016 as part of the

company's quarterly all-hands meeting. An employee and alumni reception will immediately follow the meeting.

About memoryBlue

memoryBlue grows and finds top inside sales talent for high-tech companies through outsourced consulting and direct-hire permanent placement. The memoryBlue "Try + Hire" offering gives clients the option to hire their consultants at any time during an engagement. This powerful model reduces client risk while it attracts top talent to a proven launching pad for future high-tech sales leaders and feeds the memoryBlue Alumni Network.