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422 Group Appoints Vice President for Client Development



Dr. Timothy Bailey

October 2007—422 Group, a Microsoft Certified technology and professional services company that helps colleges and universities manage relationships more effectively has announced the appointment of Dr. Timothy Bailey, one of the most experienced constituent relationship management (CRM) sales professionals currently working in the higher education market, as Vice President, Client Development. Dr. Bailey will oversee 422 Group client cultivation and retention operations while also contributing to the build-out of professional training seminars and client advancement strategies.

“We’re very pleased about Tim’s addition to our management team,” stated Doug Wofford, President & CEO of 422 Group. “He knows the higher education landscape and has been very successful in his previous roles at building strong relationships with a diverse group of colleges and universities.”

Dr. Bailey previously served as National Sales Director for the College Board’s Higher Education Solutions group where he grew CRM and financial aid software sales revenues from \$6 million to more than \$14.5 million annually. Prior to this work, Dr. Bailey managed CRM implementations and served as a Senior Client Development Manager for Sequitur Corporation, an Atlanta-based higher education software and consulting firm. In these roles, Dr. Bailey was able to draw upon more than 17 years of enrollment management and faculty experience—he previously served as an Assistant Professor of Religion at two colleges—to bear on his interaction with clients.

“Tim is not only one of the most experienced sales professionals working in higher education, he’s also one of the most ethical,” noted Jeff Arnold, 422 Group’s Vice President for Marketing. “The clients he works with appreciate his sincerity and enthusiasm as well as his ability to listen and understand their specific needs.”

About 422 Group

422 Group LLC is a Microsoft Certified technology and professional services company that helps colleges and universities manage relationships more effectively. 422 Group professionals are among the most experienced product development people associated with higher education relationship management today. Over the past twenty-five years they’ve developed specialized CRM systems, business intelligence tools and market research services for more than 500 institutions in the U.S. and abroad.

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