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## Greg Perfetto, Former Vanderbilt Associate Provost, to Lead 422 Group Research and Development

June 2007—422 Group, an Atlanta-based technology and professional services company that helps colleges and universities manage relationships more effectively, announces the appointment of Dr. Greg Perfetto, former Associate Provost for Institutional Research at Vanderbilt University, as Vice President for Research and Development. Dr. Perfetto will draw upon twenty-four years of experience with enrollment research, strategic planning and the application of analytical decision-making techniques to drive the development of high-impact 422 Group enrollment management and marketing services.

"We're thrilled to have Greg on-board and look forward to leveraging his unique experiences and talents to create valuable business intelligence services for colleges and universities," said Doug Wofford, President & CEO of 422 Group. "We consider him to be one of the true experts in the science of enrollment management and believe that his involvement will lead to more sophisticated, tailored services that help institutions shape the size and profile of their incoming classes."

In addition to his work at Vanderbilt, Dr. Perfetto has been serving as Senior Research Consultant for 422 Group since 2005 and as a consultant with the College Board for the past ten years. He has played a primary role in developing external College Board products such as Descriptor Plus and the Admitted Class Evaluation Services (ACES) as well as internal data service projects including the College Board's R&D data warehouse. Dr. Perfetto has either authored or co-authored a number of professional articles and publications including "Predicting Academic Success in the Admissions Process", (College Board Review, 2002) and "Toward A Taxonomy of the Admissions Decision Making Process" (College Board, 1999).

Dr. Perfetto has consulted with a number of selective colleges and universities on admission and retention modeling as well as strategies to maximize net-tuition revenue. He holds an M.A. and Ph.D. in Clinical and Cognitive Psychology from Vanderbilt University, and a Bachelor of Science Degree from Rensselaer Polytechnic Institute. In addition to his work in enrollment management, Dr. Perfetto maintains a private counseling practice in Nashville and conducts market research for several Fortune 500 companies.

### 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

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among the most experienced product development people associated with higher education relationship management today. Over the past twenty-five years they've worked with organizations such as the College Board, PeopleSoft® and Sequitur Corporation to develop enterprise-level CRM systems, business intelligence tools and market research services for more than 500 institutions in the U.S. and abroad.

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