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Media 1 Names New Director of Business Strategy

Welcoming Bill Jones as the new face of Media 1

GRAND HAVEN, Michigan, July 22, 2011 — Media 1 is pleased to announce the creation of a new position for Director of Business Strategy and welcomes long-time sales strategist and business leader, William F. Jones, to the new role.

“I’m really excited to have Bill on board, and I’m truly looking forward to his ideas and creative energy on how to move this company forward,” said Chris Frederick Willis, CEO of Media 1. “Bill comes to us with a wealth of experience across a range of marketing, sales, strategic development, and brand expansion—including building a company from the ground up.”

Jones comes to Media 1 during a time of unprecedented growth with a new line of business developing SharePoint™-based learning portals that engage employees, increase productivity, develop leaders, and improve the overall corporate Onboarding experience. With over 20 years of experience providing technical solutions involving human capital, employee development, and change management, Jones promises to be a perfect fit for the growing company.

“I am thrilled to be joining the team here at Media 1 as Director of Business Strategy, and I am eager to help push Media 1 to the next level with my expertise in technology, sales, and HR products,” Jones said, noting his previous work as VP of Sales & Marketing for an HR software company that won HR Executive Magazine’s HR Product of the Year.

He added, “Media 1 has an innovative solution for today’s talent management professional and the know-how to successfully implement it across a range of learning applications. It’s gratifying to be able to jump into this new position with both feet running.”

As the new Media 1 Director of Business Strategy, Jones will be developing and spearheading all marketing, promotion, sales, and networking endeavors and will be responsible for building a solid base of new clientele utilizing his extensive contacts in the HR field. Jones has already zeroed in on developing a new company website and associated marketing collateral, and he has initiated new inroads with several prospects.

Prior to joining Media 1, Jones recently worked as software executive and business development manager for a global services organization launching a technology division into the market. Previously, he served as an account executive for CQL, Inc. and VP of Business Development for TPC. In all of these positions, Jones led business development efforts, managed consulting engagements, and developed team sales strategies and marketing campaigns. In addition, Jones spent five years as VP of Sales & Marketing, growing the depth and reach of the award-winning HR software suite produced by Resource Ocean, Inc. In that role, he was responsible for managing overall operations, revenue growth and profitability for several other companies.

“This is a pivotal time for the company,” said Harrison Withers, VP of Operations. “We’re reinventing ourselves as corporate training needs shift toward learning portals and content curation. I’m pleased to have Bill leading the charge forward.”

A graduate of Grand Valley State University, Jones fills his spare time with boating and his two dogs, Dory and Nemo. He recently brought his dogs to the office for the second annual Media 1 Take Your Dog to Work Day on June 25, 2011.

About Media 1

Media 1 is a leading expert in Human Capital Improvement strategy and implementation. We help Human Resources (HR) enhance employee engagement and accelerate time to productivity. With a focus on Onboarding and Leadership Development, our work is based on six proven fundamental performance factors. We specialize in using Microsoft SharePoint™ technologies to support learning process workflow and cohort learning.

Contact us to learn how.

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