

## **Avilar Names Andy Jaynes as Director of Business Development**

**COLUMBIA, Md. (September 22, 2008)** – Avilar, Inc, a leading provider of competency management and learning management solutions, today announced that Andy Jaynes has joined the company as Director of Business Development.

Jaynes has been providing sales and marketing solutions to organizations in the corporate, industrial, and academic sectors for over a decade. As Director of Business Development, Jaynes is responsible for developing relationships with prospective customers, partners and resellers, as well as managing the Avilar national sales team.

“Andy is a strong addition to the Avilar team,” said Avilar CEO Thomas Grobicki. “His experience in building web-based marketing strategies, combined with a passion for helping organizations find solutions and build lasting connections through the Internet, make him ideally suited for this role. He hit the ground running and I know his commitment to the success of our customers and company aligns with Avilar’s commitment to quality, service and growth.”

In addition to his work in sales and marketing, Jaynes contributes to the strategic direction of product and services development including Avilar’s flagship learning management system, WebMentor LMS, Avilar’s competency management system, WebMentor Skills, and eLearning and competency management consulting services. He also participates in the direction of Avilar’s competency model workshops, which teach organizations how to build a competency framework to support their efforts in training, performance management, career planning, succession planning, and recruiting.

Prior to joining Avilar, Jaynes was the Marketing Director for Advanced Labelworx, Inc. where he provided strategic lead analysis, Internet marketing, and sales management and training functions. He also implemented successful workforce development solutions and employee onboarding strategies at ALI to capitalize on workforce potential, and implemented and managed an online applicant tracking system. Earlier in his career, Andy performed a range of management, sales, and customer service roles for FedEx Kinko’s, assisting in assessments and workforce training and developing profitable long-term clients.

“Andy understands what people involved with workforce development and competency management are facing today,” said Avilar’s director of Workforce

Solutions, Chris Hipple. “Andy knows what questions to ask and is an engaged listener with our clients and prospects. He adds a lot of value to our product development processes because he’s a strong advocate for what customers need and want in their systems.”

Jaynes holds a Bachelor of Science degree in Organizational Management with a concentration in Marketing.

### **About Avilar Technologies**

Formed in 1997 and known as The Competency Company™, Avilar Technologies provides web-based competency management and learning solutions for the corporate, government and academic sectors. Avilar’s competency-based approach to workforce development is delivered through two product lines: WebMentor® LMS and WebMentor® Skills. Both are available on-demand via the software-as-a-service model, as well as on-premise software solutions.

One of the pioneers in the e-learning marketplace, Avilar is the recipient of the Excellence in E-Learning for Customer Satisfaction award from Brandon Hall and E-Learning Magazine, and was cited by Training Magazine as top “Price-to-Value” provider. More information about Avilar can be accessed at [www.avilar.com](http://www.avilar.com).

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