

## **ITI Names Mike Flavin VP of Strategic Account Development**

*Instructional Technologies Inc. expands its focus on enterprise accounts as it continues to offer a range of new training products and services*

**Vancouver, Washington – September 12, 2019** -- Instructional Technologies Inc. (ITI), providers of training solutions for the transportation industry, today announced that Mike Flavin is assuming the new role of VP of Strategic Account Development. The appointment is in support of ITI's continued expansion of enterprise customers and custom development, as well as the recent introduction of On Ramp™, ITI's Entry Level Driver Training (ELDT) curriculum.

"Developing and managing relationships with new and existing enterprise clients is essential for bringing added value to those customers," Flavin said. "I look forward to overseeing account development initiatives and to developing a closer partnership with enterprise clients so together we can address challenges where training can improve outcomes."

As VP of Strategic Account Development at ITI, Flavin will report directly into the Chief Business Development Officer, Marius Karoy. In his new role, he is also tasked with managing sales of ITI's On Ramp ELDT online training, testing and recordkeeping system. On Ramp enables public and private CDL schools to more effectively meet new federal entry-level driver training standards that go into effect in February 2020.

"Mike Flavin has the perfect combination of vision, industry knowledge and training expertise to bring additional value to our enterprise account customers. As our National Sales Director for the past three and a half years he has become very familiar with our clients and how they implement training as well as the custom and advanced capabilities at which ITI excels," said Karoy. "In addition, his past experience of more than 20 years in safety and training sales gives him a unique and valuable perspective on how technology can bring benefits to transportation businesses that rely on ITI for their training needs."

### **About Instructional Technologies, Inc.**

Founded in 1995 and based in Vancouver, Washington, Instructional Technologies Inc. (ITI) is the leading provider of online training to the transportation industry. The company's commitment to training is based on the principles of mastery learning, accurate and automated record keeping, and up-to-date information that ensure personnel have been effectively trained and detailed records kept. ITI makes fleets and warehouses safer and more profitable through its PRO-TREAD® library of more than 150 standard training

courses that blend engaging content with real-world, how-to scenarios, its On Ramp™ ELDT (Entry Level Driver Training), and its Sentix® platform that automates the day-to-day administration of an online training program in addition to integrating with transportation management and back office systems. Transportation and logistics companies choose ITI because of its automated learning management system, custom training capabilities, flexible lesson methodologies, and engaging 3D animations that improve retention, ensure subject matter mastery and lower the total cost of training. For more information, please visit [www.instructiontech.net](http://www.instructiontech.net).

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