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## **Media 1 Names New Vice President of Operations Production Director, Harrison Withers, steps up**

GRAND HAVEN, Michigan, January 20, 2010 — Media 1 is pleased to announce that Harrison Withers has been promoted to Vice President of Operations effective immediately. The move is a natural fit for Withers, who has served the last six years as Production Director for the corporate learning and performance consulting company.

“Harrison has long been my right-hand, and as I’ve taken on more travel responsibilities and speaking engagements for the business, Harrison has really stepped up to the plate,” said Chris Frederick Willis, CEO of Media 1. “Over the years, he has developed many creative client solutions and helped move us forward with new business strategies. His responsibilities within this company have really grown and the new position recognizes his true role here at Media 1.”

Withers came to Media 1 in 2004 during a time when the company was at a plateau in business growth. He helped devise a strategy to increase sales and improve both productivity and profitability. Under Harrison’s joint leadership, the company has experienced several years of significant revenue growth and has streamlined business processes which have resulted in higher productivity and increased efficiency. Today, project progress and staff allocation at Media 1 are also tracked openly each week and budget figures for each project are shared with the entire team.

“I am honored and excited to be recognized in this way,” said Withers. “I’m looking forward to continuing to take a leading role in the foundational success of the company.”

Withers’ astute business sense and strong technical expertise have proven an added-value to the Media 1 team and the clients he serves. As former training director for a large global franchise operation, Withers intimately understands the challenges facing corporate learning managers today and knows how to navigate the sometimes murky waters of conflicting internal priorities. His prior experience as an eLearning designer and developer arm him with the tools to guide the team through almost any difficult situation the company encounters, giving him an edge when cultivating Media 1 client relationships and demonstrating the company’s value.

Most recently, Withers has taken the lead at Media 1 for the company’s new social learning offerings, blending social media and SharePoint-based learning solutions. Media 1 has now successfully implemented several learning communities and performance solutions to enable large corporate groups to share information through informal learning networks.

“This is a pivotal time for the company,” said Willis. “We’re reinventing ourselves as corporate training needs shift toward social learning. I’m pleased to have Harrison on board to continue to help us design and deliver new innovations in corporate learning.”

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As the new Media 1 Vice President of Operations, Withers is busy educating clients and peers about the new uses for social media in corporate learning and knowledge sourcing. An experienced speaker on learning topics, he is actively working to assist large organizations in the transition to informal learning.

### **About Media 1**

Media 1 is a custom learning development company with expertise in designing creative distance learning solutions for adult learners. Media 1 provides award-winning courses, performance consulting, and creative flash animations for global organizations such as Hewlett-Packard, Meijer, and Steelcase. Today, we are looking beyond web-based training and blended learning solutions to develop specialties using social media and online collaboration. Our goal is to help your people succeed through learning—on their own and from each other.

Contact us to learn how.

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