

FOR IMMEDIATE RELEASE

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Cal Poly Announces Career Development Program for Business Students

SAN LUIS OBISPO —Cal Poly's Orfalea College of Business recently introduced a unique pilot program between its students and the business consulting firm TrustedPeer Inc. called the Next Experts Program. Cal Poly is the first university to partner with TrustedPeer Experts, a global network of business leaders from consulting, industry, academia and the public sector.

The program gave business students Kaulin Blair, Samantha Foster, Andria Posmoga, Taylor Sturtevant and Rose Toumanian exclusive career development sessions with professional consultants who lead marketing at global corporations. Upon joining the program, the students were known as TrustedPeer's Next Experts.

The TrustedPeer Experts who participated in the program included Nancy Schaefer, managing partner at Consumer Dynamics and former vice president of marketing for Kraft Foods; David Burk, CEO of the Electron Shop and creator of FleishmanHillard's integrated marketing strategy; Don Transeth, the founding marketing director for EA Sports; Bruce Lincoln, chief technology officer for Urban Cyberspace Co. and a Senior Fellow Scholar at Columbia University's Graduate School of Business; Philip Bouchard, CEO and founder of TrustedPeer and an executive at five other companies; Rick Bragdon, CEO of Idiom Brand Identity and a naming expert; and Brian Morris, executive producer of global advertising campaigns for Verizon and Wendy's.

"Through their stories, the TrustedPeer Experts have helped me to learn more about real-life experiences in different advertising and marketing agencies," said Posmoga, a marketing senior. "The program has been invaluable to me."

According to TrustedPeer's Bouchard, the student experience mirrored that of business professionals by using assessments, group video calls, one-on-one consultations, and follow up reports to connect students and executives. But instead of professional consulting, the Next Expert sessions focused on the student's transition from classroom to workplace and important career choices ahead.

Metcalf says the program bridges the gap between more personal mentoring and strict career counseling that the university currently offers. "These types of professional relationships offer significant rewards for students," said Marketing area Chair Lynn Metcalf. "The conversations with TrustedPeer Experts contextualized students' learning, opened windows on new perspectives, and helped them think critically about the college-to-career transition."

The pilot program was designed to benefit students preparing to transition into the workforce and the consulting firm looking to expand its knowledge base on trends impacting young professionals. TrustedPeer used student feedback to refine the program, which it aims to implement in various disciplines in other universities throughout the nation. Cal Poly will announce its new class of Next Experts in spring 2015.

About the Orfalea College of Business and Cal Poly

The Orfalea College of Business prepares career-ready graduates through an unparalleled experiential business education. It is one of six academic colleges at Cal Poly, a nationally-ranked, four-year, comprehensive public university. Cal Poly is a distinctive learning community offering academically-focused students a hands-on educational experience through its philosophy of Learn by Doing. For more information, visit www.cob.calpoly.edu.

About TrustedPeer, Inc.

TrustedPeer® is the only option for on-demand access to world-class business experts and business knowledge. Quick and easy access to highly qualified and rigorously vetted business experts insures immediate attention to your most critical business challenges. Search the world's largest database of Common Problems and Best Practices specific to your industry and operational area. TrustedPeer is The Right Expert, Right Now! Visit www.trustedpeer.com for more information.

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