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COLLEGE INTERACTIVE CONTINUES TO BUILD EXECUTIVE MANAGEMENT TEAM

Canton, MA (January, 2017) – College Interactive, a Boston-based education technology company, today announced the addition of two senior executives to its leadership team. The addition of Tom Wilde and Chris Egizi brings a combined 70 years of technology, marketing, and management expertise to the fast growing College Interactive

Tom Wilde, Chief Operating Officer

Tom comes to College Interactive with 30 plus years as CEO of a nationally recognized direct marketing company. He is an entrepreneur and also an angel investor with extensive merger and acquisition experience. Tom's investments have focused on technology platforms in the marketing communications field. Tom was a recent Trustee on the Board of Directors of Dean College, Franklin, MA and is the past Chapter President and Board Member of The Association of Marketing Service Providers (formerly MFSA). He is a regularly requested presenter and committee member within the direct marketing and fulfillment industry. Tom is a graduate of Babson College with a B.S. Degree in Marketing.

Chris Egizi- Chief Revenue Officer

Chris began his career after his graduation from Williams College at the prestigious Noble and Greenough School in Dedham, MA where he held various roles including college counseling, teaching, coaching the hockey team, and admissions. In 1986 he co-founded the Registry, which became Renaissance Worldwide. Chris was there on day one and grew the business to \$500 million in revenue. Renaissance Worldwide provided both IT Project Consulting Services and premium IT Staff Augmentation support to a blue chip client base. Chris is an expert in sourcing, qualifying, integrating and managing strategic acquisitions to augment organic growth. His expertise will contribute to College Interactive's access to new markets, new clients, new talent and complimentary capabilities and service offerings.

About College Interactive

College Interactive was born out of a third generation-owned, commercial printing company that services the higher education community in the New England area. Rob Feldman, founder and CEO, identified a downward trend in the effectiveness of print and other legacy communications for admissions marketing and student recruitment and formed College Interactive to develop a better way for students and colleges to 'find' and communicate with each other. "Colleges continue to rely upon traditional marketing channels such as print, web, email and phone to reach today's tech oriented "Gen-Z" student prospects. College Interactive is transforming the college bound student experience and student recruitment for colleges and universities with its mobile app", says Feldman. College Interactive is an extensive team of dedicated education professionals, with backgrounds in education technology, school counseling, admissions and enrollment management, student recruitment, and marketing communications.

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