

## For Immediate Release

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## *The American Academy Names Bill Davison CEO*

### *New Leader Will Further Strategic Goals, Continued Growth*

**SALT LAKE CITY – July 15, 2008 – [Online high school](#)** The American Academy today announced that William (Bill) Davison, 42, has been named Chief Executive Officer and President. Davison will focus on the company's growth strategy including sales, marketing, and business development. Davison also joins [The American Academy](#)'s Board of Directors. As a recognized technologist and business leader, Davison brings more than 20 years of corporate strategy, operations management, and marketing experience to The American Academy.

"Bill is exactly the right leader for The American Academy," said American Academy co-founder, Anthony Meyer. "His extensive technology background and vision complements the company's substantial operational achievements." He adds, "Bill is a natural fit with our current culture as he possesses a strong history as a hands-on, results-driven leader. He will make good things happen for the company, its employees and its customers."

Davison comments, "Web-based, collaborative technologies are providing powerful options for teaching and learning regardless of location, age, or personal schedules. [The American Academy](#) has an innovative offering that positions the company for strong growth in this emerging market." Davison adds, "Whether it's a high-school student seeking a flexible way to make up classes or an adult who needs to complete the 'last mile' to earn their high school diploma, we offer a compelling solution."

Previous to The American Academy, Davison held various executive positions including COO and CMO at SirsiDynix Corporation, a \$125 million enterprise class software company serving over 25,000 libraries worldwide. Under his leadership, the company grew organically through a series of strategic mergers and the eventual sale to a private equity partner. Prior to that, Davison served as VP of Sales and Customer Delivery at Raindance Communications, where he helped grow the communications service provider from a startup to a publicly-traded company with over \$60 million in annual revenue.

Davison received his Bachelor of Arts degree in Economics from the College of the Holy Cross, Worcester, Mass. and his Master of Business Administration with concentrations in Finance and Management from the University of Texas at Austin.

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### **About The American Academy**

The American Academy is an accredited online high school built on a system that has served more than 80,000 students since 1994. It serves students worldwide who want to supplement their high school program or earn their high school diploma. The American Academy offers a flexible educational experience along with a high quality, engaging curriculum that aligns with state standards. Through its relationships with long-standing education institutions, The American Academy provides leading-edge resources and access to licensed, experienced instructors. For more information, please visit <http://www.TheAmericanAcademy.com>.