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BUSINESS U EARNS STEVIE AMERICAN BUSINESS AWARD

Company's B2B Engage® CRM Platform Honored in Corporate Learning/Workforce Development Category

LOS ANGELES — The Stevie Awards, the world's premier business awards, recently announced the Gold, Silver and Bronze winners for its 17th annual American Business Awards competition. Business U, an institutionally accredited company that provides professional development and CRM technology for workforce, education and economic development organizations, walked away with a Silver Stevie for its customer relationship management (CRM) platform, called B2B Engage®.

B2B Engage® is tailored specifically to public-sector organizations to help them build effective partnerships with industry to create workforce and education innovations.

"It's honor to be recognized with a Stevie for our CRM platform developed to help workforce and education professionals collaborate more effectively, automate many of their daily tasks, and expand their reach to employers, all of which provides greater opportunity for their job seekers and students," said Business U CEO and Co-founder, Christine Bosworth. "B2B Engage is the operational glue when it comes to business engagement and program management. We developed the platform because we believe many of the name-recognized CRM companies currently available do not fully understand the relationship-building elements that are necessary in our markets—and it's paid off. We continue to capture market share including high adoption rates."

The American Business Awards honor achievements in every aspect of work life, from customer service and management to public relations and product development. All organizations operating in the U.S. – large and small, public and private, for-profit and nonprofit – are eligible to submit nominations to the awards program. More than 3,800 nominations were reviewed by more than 200 professionals in the judging process this year.

Business U Co-founder Celina Shands said one of the key factors in the company's success with B2B Engage is the platform was strategically designed to eliminate duplication and waste to create greater efficiencies for customers. "We go way beyond many of the big-name CRM companies out there to ensure we provide high-touch services with accredited trainings that provide context for using the platform within the workforce and education industry," Shands said. "This strategy has created brand evangelists that spread the word for us about our CRM."

Business U also earned a Bronze Stevie in the Entrepreneur category for Co-founding Team of the Year.

"The nominations submitted for the 2019 American Business Awards were outstanding," said Michael Gallagher, president and founder of the Stevie Awards. "The judges found the competition to be intense, and those recognized as Stevie Award winners should be immensely proud of this accomplishment."

For a complete list of the Stevie Award winners, visit <http://www.StevieAwards.com/ABA>.

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As the only institutionally accredited national organization that focuses exclusively on business engagement, Business U transforms the outdated approaches public-sector organizations use to engage with industry. Through professional development, technical assistance and CRM technology, we shift the cultural and operational mindset of these organizations to engage business and industry in creating opportunities for job seekers and students. Business U earned its accreditation from the International Association for Continuing Education and Training (IACET) and was awarded the 2017 IACET Innovation of the Year Award for Learner Engagement and is the recipient for the 2019 National Association of Workforce Development Professional's 2019 Professional Development of the Year award for advancing the workforce profession. For more information, go to www.Business-U.net.