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Michel Koch Joins The Certificate in Online Business as VP Europe & Latin America

Time Inc's ex Chief Marketing Officer Michel Koch, has joined The Certificate in Online Business, as its Vice President Europe & Latin America. Michel who continues as Mergers & Acquisitions Consultant at Time Inc., is the first of a team of high-profile leaders expected to join the educational publisher and certification company. At The Certificate in Online Business, he is responsible for developing strategic partnerships in the two regions, and his role within both regional and global business will evolve alongside business growth.

Michel whose career history includes E-Commerce Director positions at Time Inc., and electronics retailer Maplin, is regarded as a digital and e-commerce pioneer. He started as head of new media at Sony Music in the early 90's, and has since filled several senior executive positions with international B2C and B2B multichannel companies such as Bertelsmann, Manutan, Quelle, Conrad, Camaïeu. He also grew international online sales at Marks and Spencer when he relocated to the UK.

"I was interested in being part of Certificate in Online Business story because I believe there is a clear need in the market for in-depth know-how and education around all things to do with e-business and digital marketing. COB Certified courses were created BY practitioners FOR practitioners, and enable organisations and their teams to effectively and efficiently up-skill themselves in the growing field of e-commerce, with real-world examples and hands-on experience", says Michel Koch

"The international potential of such courses, whether taken online or on-site, is immense, and I am delighted to have the opportunity to contribute to spreading e-commerce savoir-faire in growth territories." He adds.

The Certificate in Online Business certification programs were developed by its founder and President Deborah Collier, (in classroom, blended, e-learning, print and digital formats). She is a recognised strategic leader in e-commerce, online business and marketing. Deborah who is listed in Richtopia's *"Top 100 Most Influential Chief Marketing Officers in the World"*, is building a team of industry-leaders to help develop partnership's around the globe, as well as contribute to the future vision of the company, and it's current and future certifications.

"I am delighted to have Michel on board. He is a highly-respected leader who will support my vision for our certification programs, and who shares my passion for enabling individuals and businesses with the know-how we provide", says Deborah Collier, President & Chief Marketing Officer at The Certificate in Online Business.

Deborah hopes this move will pave the way for more leaders and partners to join her growing company, which has a growing network of Authorised Testing Centres around the globe, including universities and institutes, as well as the British Council.

International leaders interested in joining The Certificate in Online Business should email careers@cobcertified.com, to find out about being part of their story. Organisations wishing to

deliver the classroom programs as Licensed Training Providers, or resell e-learning course licenses, should visit COBCertified.com/partners

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Notes to Editor – About The Certificate in Online Business

The Certificate in Online Business provides the COB Certified training programs which are a series of powerful management training programs and qualifications in online business, followed by leading organisations, as well as Start-ups and SMEs around the globe. The COB Certified E-Business, E-Commerce and Digital Marketing Manager programs were developed by leading industry experts with years of both hands-on and consulting experience including it's founder Deborah Collier. Its mission is to enable business owners, organisations and their teams to implement e-business effectively and efficiently, through sharing and installing high-impacting knowledge based on real-world hands-on experience, and follow up with a credible assessment of their knowledge.

The focus of these courses is to:-

- Increase multi-channel sales using the Internet
- Increase efficiency, reduce costs and enhance reputation
- Maximise ROI (Return-on-Investment)
- Enable small business owners and Start-ups to plan carefully for online business

In addition, the programs are designed to enable effective teams:-

- Install collaborative working and greater communication among teams
- Encourage and enable teams by delivering a broader vision of their business, and other organisations
- Bridge the gap between IT and business
- Engage and maximise supplier relationships

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