

# Executive Team

## Roy A. Young, Founder & CEO



Roy Young is dedicated to building online professional development businesses to support the career advancement of professionals and students worldwide. He founded Beyond B-School to provide guidance to MBA students and alumni to help them land jobs, network with professionals and accelerate their careers.

Formerly President of MarketingProfs, the world's largest online marketing community with nearly a half a million members, Young led the growth of the online professional development company to become recognized by marketers as the go-to resource to stay current and effective in today's most rapidly changing business discipline. Amidst the explosion of content choices on the Internet, he built MarketingProfs to stand out as the trusted online community for know-how from hundreds of consultants, academics and practitioners to help them grow businesses worldwide.

Heavily involved with business schools, Young sits on the Editorial Board of Northwestern University's International Journal of Integrated Marketing Communications. He also lectures at schools, including California State University College of Business and Economics, Claremont Graduate School Drucker School of Management, Emory Goizueta Business School, UCLA Anderson School of Business, and USC Marshall School of Business.

He earned an MBA in Marketing from Stern School at New York University.

## **William Arruda, Chief Content Officer**



William Arruda is an international branding consultant, author and public speaker focused on professional development and executive leadership.

William is the Founder of Reach Personal Branding, the #1 provider of personal branding services to Fortune 500 companies and leading universities, guiding professionals to unearth what makes them exceptional and use their unique gifts and experience to drive value for their career and organization.

He lectures and conducts workshops on personal branding at top-tier graduate schools of business, including Harvard, Duke, NYU, Berkeley, Wharton, University of Michigan, UCLA and Cornell. In addition, he lectures and consults to executives at the world's largest corporations including Johnson and Johnson, Price Waterhouse, Sheraton, Microsoft, Disney, Ogilvy and J.P. Morgan.

He is the co-author of *Career Distinction: Stand Out By Building Your Brand*, a guidebook with the tools managers need to differentiate themselves from their peers and thrive in today's job market.

## **Michelle Schoen, Production Director**



After receiving graduate degrees in both Instructional Technology and Project Management, Michelle has developed E-learning and software demos for Fortune 500 companies such as Delta, IBM, AT&T and Kimberly Clark. She is a frequent speaker at many live and online Learning and Development events and is

currently serving on Chief Learning Officer magazine's prestigious 2014 Business Intelligence Board. Michelle specializes in Camtasia Studio and PowerPoint training and consulting as well as in coaching her clients to create compelling online videos and demos. Michelle is the designer behind many of the videos you see in the Beyond B School online career training programs. She also provides technical assistance and produces all of our live and on-demand webinars.

## **Rachael Payne, Director of Technology**



Rachael Payne brings a triple threat of experience, blending strategic marketing with design and web programming. Rachael began in marketing and public relations with one of the world's leading PR firms, Fleishman-Hillard, serving dozens of healthcare and medical technology clients. She subsequently worked for Marmillion + Co., which provided strategic communications for clients that included U.S. Congress members, state government, and national non-profits. While there, Rachael managed several major accounts, helping develop and implement award-winning national public education campaigns, media partnerships, and marketing tools and events for the American Psychological Association, Arts Education Partnership, The Kennedy Center, and the State of Louisiana, among others.

As the web expanded, Rachael transitioned to handle web marketing strategies. Always interested in what is coming next, she enjoys developing for Web 3.0 and the mobile evolution.

Rachael received her degree from Washington University in St. Louis, Missouri. While there, she served 6,000+ hours as an emergency responder and shift supervisor of medics on call. A licensed emergency medical technician and American Red Cross and American Heart Association instructor, she also trained medics in CPR, First Aid and emergency response.

## **Pete Thiel, Director of Web Development**



Pete Thiel has over 25 years of experience working in the Information Technology field. He obtained his degree in Microcomputer Technology while serving in the US Marine Corps and then taught various Computer Science classes for universities in Japan before moving back to the United States to start a career in consulting. Over the course of his career he has consulted for companies such as Grange Insurance, Motorola, American Express, GE Financial Services, Sterling Software, The Ohio State University, CareerBeam, Ohio Nurses Association, and many others.

With his main focus on Internet Application development, he has developed sites and functionality for companies around the world and across many different company requirements. From online retail stores to continuing education he has met and continues to meet the needs of a wide client audience.

Continuing to learn the new technologies in the ever changing world of the Internet Development he develops applications that are ready for the future.