

# Announcement



Willis College of Business, Health and Technology, Canada's leading Private Career College, is privileged to announce the appointment of Mr. Ronald Brandt as the Regional Director of Marketing and Admissions.

Brandt is a Direct Response Marketing Specialist, and has held various positions in the role of VP of Admissions and Director of Admissions over the past 20 years in the Private Career College Industry.

He received his diploma in Business Administration specialization in Marketing and Sales in 1976 from Vancouver Langara College.

As an established business professional with extensive experience in admissions management and marketing he has been able to provide positive sales results to every school that has implemented his systems.

As the Regional Director of Marketing & Admissions, Ron Brandt will provide all the necessary tools to strategically plant Willis College to the forefront of the Private Career College Industry in Canada.

- Working, coaching and developing staff to achieve and share in their personal growth.
- Forecasts to meet operational revenue targets.
- Focus on short and long term vision on personal and company initiatives.
- Expanded and implemented new performance systems for admissions.
- Working knowledge of budgeting, forecasting and MMR.
- Familiar with Call Centers and all media buys.
- Parthenon Award Winner - Director of Admissions – 2008.
- Director of Admissions Training - CCI – 2006.
- VP of Urban Music Association - 2003 and 1998.
- Enrolment Excellence Award - CECO - 2001
- Member of CARAS - 1992 – 1996.



**WILLIS  
COLLEGE**  
BUSINESS, HEALTH, TECHNOLOGY  
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