

AUSTIN, TX, October 04, 2013 **/24-7PressRelease/** -- Chasse Consulting: Sales Strategies, Inc., a leading provider of sales performance and translation consulting services, is pleased to announce that it has retained Martha Jacobson as its new Senior Director of Instructional Design & Curriculum Development, effective today. In her new role, Jacobson will report directly to the CEO and is responsible for managing the Instructional Design and Curriculum Development Team and all related creative processes for Chasse Consulting.

The addition of Jacobson's role is of particular importance as Chasse Consulting continues to see robust growth within the market. Jacobson's immediate focus will include assessing areas of strength and opportunity for the firm's products and services division to help guide leadership's vision for 2014.

"Chasse Consulting is poised for tremendous growth now and into the future, and I am excited at the prospect of helping to drive that success forward," remarked Jacobson when asked to comment on her overarching goals for the firm. "Today's technology affords us numerous opportunities to build exciting and impactful learning tools that support performance and build skills and capabilities through diverse channels of engagement. I look forward to leveraging Chasse Consulting's bright talent pool and capabilities to meet and exceed our clients' business needs."

Jacobson brings nearly 20 years of experience in developing learning strategy and design that accelerates performance, using formal and social learning approaches for leadership development, new hire, and targeted programs. She is particularly passionate about helping maximize clients' retention of their learning and development initiatives, delivering real value to the business, and tangible achievement to individuals.

"Appointing Martha comes at an important time for Chasse Consulting, as the business is experiencing significant growth and increased market share," stated company president and CEO Beverly Chasse. "An industry veteran, Martha has been hired to ensure quality service at all levels of the development process. Her depth of experience and astute leadership qualities, as well as her background in enablement, design and innovative technologies position her to make a natural transition into the organization. We welcome Martha to the leadership team and look forward, with full confidence, at the numerous ways in which she will help shape the future of the company's products and services."

Jacobson's hire continues Chasse Consulting's strategic mission of on-boarding veteran talent to its continually expanding employee roster. Her experience includes serving as a subject matter expert and consultant on impactful learning initiatives, leading diverse teams, and global

program management and curriculum design for online and blended learning approaches. Jacobson's portfolio spans several industries as well, including high-tech, non-profit and NGO, education, state government, private industry and consulting.

When asked what separated Jacobson from other candidates in the vetting process, Chasse responded: "In addition to her exceptional talents, Martha also exhibits a work ethic consistent with our top company core value—client success is non-negotiable—assuring that she clearly understands our business philosophy that keeps our clients satisfied and coming back for more." Jacobson attended the University of Colorado at Denver and holds a bachelor's degree in English and a master's degree in the Humanities. She lives in Round Rock, Texas with her blue merle sheltie, Kismet.

About Chasse Consulting: Chasse Consulting partners with the world's leading organizations to generate, execute and bring to market inventive sales solutions that improve selling performance and increase revenue. At Chasse Consulting, we know that revenue performance is directly linked to the strategy an organization has in place. With a diverse talent pool of strategists, designers and creative thinkers, we define that strategy, along with the content, tools and training to fully enable our clients to execute upon it. Together with our in-house translation team, we engineer global business solutions spanning numerous technology platforms and media with the capability of reaching any audience anywhere.

Chasse Consulting: One Partner. End-to-End Sales Solutions. Learn more at <http://www.chasseconsulting.com>

Media Contact Carlos Galindo 512.347.1474 Ext. 29 cgalindo@chasseconsulting.com