



Building Skills and Knowledge
in Sales, Leadership and Business Acumen

For Immediate Release

Advantage grows our partner network
Rob Grossman joins our East Coast team

San Rafael, CA (Feb. 12, 2015) - Advantage Performance Group (APG) is proud to welcome Rob Grossman as the newest addition to our team. Rob officially joined the Advantage team as a partner on Jan. 1, 2015, and will expand our capabilities well beyond his home base of Philadelphia.

Rob joins us with more than 18 years of experience improving leadership, sales and business acumen. Most recently a senior director with BTS, Rob has successfully led teams in strategy alignment and execution, leadership and collaboration, innovation, and sales force effectiveness. A consultant and facilitator with extensive experience designing and delivering learning, Rob specializes in inspiring and equipping senior leaders, managers and performers to create meaningful business impact. He has partnered with organizations across a broad range of industries and has led client engagements in Europe, Asia and the Americas.

"I've had the great fortune to partner with Rob in various capacities over the last 7 years and am excited he's chosen to join our team at Advantage. Rob brings a level of strategic alignment capability that will not only benefit our clients but the rest of our partners as well." - Jonathan Hodge, CEO, Advantage Performance Group

"I have known Rob Grossman for eight years now and I consider him not only a Learning Leader, but a true business partner to help accelerate our growth with our company. Rob takes the time not only in understanding the prospective customers he works with, but he also works with you to create value within your own organization. Rob has been a key partner for our Learning team over the last 8 years, and I would highly recommend Rob." - Scott Neeley, Director of Training, Newell Rubbermaid

About Advantage Performance Group: *We are a consulting and learning firm that helps many of the world's leading organizations improve performance, create meaningful business results, and deliver positive economic impact. In addition to its leadership and business acumen specialties, Advantage also serves as architects and builders of top-performing sales organizations, including optimization of people, processes, and capabilities development.*

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