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## **JEFF RINEHART, CHIEF MARKETING OFFICER of 2U, JOINS BOARD of VOXY**

**NEW YORK, December 23, 2013** — Voxy, the company that pioneered personalized and adaptive English language learning, announced today that Jeff Rinehart, Chief Marketing Officer for 2U, has joined its Board of Directors.

Rinehart, who previously led Capital One's credit card consumer marketing division, brings significant customer acquisition and conversion marketing experience to Voxy's board. Voxy has built patent-pending technology to create personalized English learning courses, and closed a \$11M Series B financing in 2013 to focus on growth in the rapidly growing consumer market for English learning.

"I've known Voxy and Paul for a number of years, and I'm thrilled to join the Board during this exciting stage of growth," said Rinehart. "Voxy is a marketer's dream - it has a highly differentiated and vastly superior product in a large and fragmented marketplace. I am looking forward to working closely with the team as Voxy develops growth strategies in new channels and new markets."

Gollash, Voxy's Founder and CEO, said "Jeff has an unmatched track record as a strategic and quantitative marketer. His deep experience - garnered over a decade building large scale, disruptive consumer and education businesses like Capital One and 2u.com - make him an invaluable asset to the board and management team as we begin scaling our direct to consumer marketing around the world."

### **ABOUT VOXY**

Voxy is a New York City based company that uses mobile and web technology to provide English language education. Our mobile/web platform has proven efficacy, which it achieves by dynamically building personalized, adaptive, task-based lessons that allow students to learn in context. Since launching in 2010 as a TechCrunch Disrupt finalist, we have grown to over 3 million users and have pioneered numerous innovations in contextual learning, including the use of geo location, speech recognition, and natural language processing. Voxy has raised over \$19M from institutional investors including ReThink Education, Pearson, ff Venture, Contour Ventures, Weld North, and the Partnership Fund for New York City. Voxy is currently focused on teaching English to Spanish and Portuguese speakers, but will soon be expanding to other emerging markets around the world.

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