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## Progress Launches Telerik Digital Academy in Cooperation with Google

*New initiative kicks off with the first comprehensive Digital Marketing Class in Bulgaria, supported by Google*

SOFIA, Bulgaria — [Progress](#) (NASDAQ:PRGS) today announced the launch of [Telerik Digital Academy](#), a new program with a focus on digital technologies. The initiative, part of Telerik Academy, kicks off May 9, 2016 with a free, comprehensive eight-week training in digital marketing, in cooperation with Google. The program will take place at the Telerik Academy learning center in Sofia. Marketing students, practitioners and non-marketing experts are encouraged to apply by the April 17 deadline.

According to a survey by Gartner<sup>1</sup>, 90% of respondents say, “Competition for talent will make or break digital business success.” Also, according to the study, “Digital business incompetence will cause 25% of businesses to lose competitive ranking by 2017.”

“Today, marketing and technology are intersecting at an unprecedented level, causing a monumental shift in the way business is done, and leading to the need for companies in virtually every industry to embrace digital transformation. Telerik Digital Academy aims to boost digital competencies by training the next generation of professionals, ready to embrace and lead today’s digital businesses. The initiative adds another milestone in the efforts of Progress to develop top Bulgarian talent and contribute to the success of the entire business ecosystem,” commented Boyko Iaromov, co-founder of Telerik, a Progress company, and Telerik Academy Director.

Google is dedicated to improving digital skills across Europe. According to the European Commission's recent [DESI study](#) on digital skills, Bulgaria ranks last among 30 European countries in the Human Capital dimension, and second-to-last overall.

Paris Childress, business development manager at Google for Bulgaria, commented, “Digital literacy is too low, both among society and in business. Our cooperation with Progress adds an exciting new digital track to their already renowned training institution. Our joint goal is to support hundreds of Bulgarian businesses and careers by continually supplying digital marketing talent to the market.”

The Telerik Digital Academy class is the first and most comprehensive free digital marketing course in Bulgaria. Participants will learn how to plan, pitch, execute and measure integrated digital marketing campaigns. They will master an arsenal of best practices to amplify a brand’s online presence, including search, display and video marketing, and will learn how to navigate the customer journey, create compelling content and lead online conversations.

Participants will learn from seasoned Google professionals and other leading marketing experts. They will also gain hands-on experience by working on actual campaigns for companies in Sofia. At the end of

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<sup>1</sup> Gartner, “Talent on the Digital Frontier: The Stakes Rise in Digital Business,” September 18, 2013, Updated September, 2015, Diane Morello

the class, successful participants will receive a certificate of completion, verifying their comprehensive digital marketing skillset.

The admissions process for Telerik Digital Academy requires the applicant to pass the [AdWords Fundamentals](#) exam and post a CV and cover letter to the initiative's [webpage](#). Eligible applicants will then take an entrance exam, testing their English and cognitive skills. The top 50 applicants will be accepted. All training will be conducted in English.

The cooperation between Progress and Google rests on the education and marketing traditions of the two companies. With Telerik Academy, Progress has trained more than 8,300 students of all ages and built a community of 30,000 users of its online resources. Since 2012, Google has delivered digital marketing training for dozens of Bulgarian agencies through its Google Partners program.

### **About Progress**

Progress (NASDAQ: PRGS) is a global leader in application development, empowering the digital transformation organizations need to create and sustain engaging user experiences in today's evolving marketplace. With offerings spanning web, mobile and data for on-premises and cloud environments, Progress powers startups and industry titans worldwide, promoting success one customer at a time. Learn about Progress at [www.progress.com](http://www.progress.com) or 1-781-280-4000.

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