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2U Expands Executive Leadership Team with Two New Senior Hires

John Dobbertin joins as Senior Vice President of Retention & Engagement and Adora Jenkins joins as Vice President of Communications & Engagement

LANHAM, Md., Oct. 23, 2017 /PRNewswire/ -- 2U, Inc. (NASDAQ: TWOU), a global leader in education technology, today announced two new senior leadership hires. John Dobbertin joins the company as its first senior vice president of retention and engagement and Adora Andy Jenkins will take on the newly created role of vice president of communications and engagement.

Dobbertin, a seasoned C-suite executive with over two decades of domestic and international experience in the education technology sector, will lead 2U's efforts to further improve upon its industry-leading track record of quality clinical placements and student retention, satisfaction, and outcomes.

"As our partner portfolio continues to expand and the post-enrollment services team grows to keep pace, John brings the operational and strategic expertise necessary to advance and improve our services for students, faculty and university partners," said Brad Adams, executive vice president of post-enrollment services. "John's demonstrated leadership, analytical, and quantitative skills will be essential to our team as we continue to drive transformative outcomes for students in our partner programs."

Dobbertin joins 2U from Helix Education where he served as chief operating officer, overseeing the marketing, retention and enrollment services divisions. Prior to Helix Education, Dobbertin was senior vice president of business operations and services at Pearson eCollege, managing all partner-facing aspects of the platform, and general manager of Pearson EQUELLA in Australia. In his new role, Dobbertin reports directly to Adams.

Jenkins, who brings over 15 years of experience in executive-level communication roles, will oversee all external communications and engagement efforts at 2U. She joins the company after nearly four years as senior vice president of external affairs at the Information Technology Industry Council (ITI), the technology sector's most well-respected trade association, where she lead communications, outreach, and strategic partnerships. Prior to ITI, Jenkins held a number of senior positions in the Obama Administration, including press secretary to U.S. Attorney General Eric Holder and head of the communications team at the Environmental Protection Agency.

"Adora is a consummate pro and a highly-respected communicator and strategic thinker who brings a great mix of experience from her time in government and the tech sector," said David Sutphen, chief communications and engagement officer. "As we enter a new and exciting stage of growth and global expansion, Adora will lead and deepen our engagement with the media, tech and education influencers, as well as other key stakeholders."

As a national cabinet-level spokesperson and media advisor in the Obama Administration, Jenkins worked on a range of high-profile issues, including the BP oil spill, Japanese Nuclear crisis and financial fraud in the aftermath of the 2008 economic crisis. Jenkins will report directly to Sutphen.

The arrival of Dobbertin and Jenkins continues 2U's investment in building out a world class executive team.

About 2U, Inc. (NASDAQ: TWOU)

2U partners with great colleges and universities to build what we believe is the world's best digital education. Our platform provides a comprehensive fusion of technology, services and data architecture to transform high-quality and rigorous campus-based universities into the best digital versions of themselves. 2U's No Back Row® approach allows qualified students and working professionals around the world to experience a first-rate university education and successful outcomes. To learn more, visit 2U.com.

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