

## **CareerBuilder.com Becomes Corporate Partner in DePaul University's Sales Leadership Program**

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CareerBuilder.com, the nation's largest online job network with more than 15 million unique visitors\* and over 600,000 jobs, announced it has joined DePaul University's College of Commerce's Sales Leadership Program as a corporate partner. In addition to donating funds to the program, CareerBuilder.com is assisting in providing internships and job recruiting to help students build careers in sales and sales management.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20050110/CGM017> )

The U.S. Bureau of Labor Statistics projects that sales employment will grow faster than the average for all occupations through 2012. CareerBuilder.com saw first hand the growing popularity of sales positions in 2004 with the number of sales jobs posted on its site nearly doubling year over year to more than 70,000. Looking to the near future, sales has been identified as one of the top three areas companies will be recruiting for in 2005 by more than 1,000 hiring managers surveyed by CareerBuilder.com in November and December.

DePaul became the first Chicago university to offer a specific concentration in sales management in June 2004 with the launch of its Sales Leadership Program. The program provides students with a strong foundation in communication and selling techniques that leads to a bachelor-of-science degree in marketing, with a sales concentration. Students take a core curriculum of business and liberal arts courses and four specialized courses in sales and sales management.

"DePaul has assembled key resources to drive our Sales Leadership Program and are building on our success with the addition of the number one job site to our corporate partners," said David Hoffmeister, the program's director of corporate relations. "With partners such as CareerBuilder.com supporting our efforts, we are delivering a unique program with exceptional training and job placement for one of the most sought after occupations in the country."

"Our partnership with DePaul, an institution acclaimed for academic excellence, provides a mutually beneficial experience," said Matt Ferguson, CareerBuilder.com's CEO. "CareerBuilder.com has direct access to insights in sales from an academic perspective while DePaul has access to our hands-on knowledge from a market perspective. Sharing and applying our experiences, we are helping to build stronger sales candidates to support the goals of today's and tomorrow's businesses."

CareerBuilder.com offers a vast network for students to connect with top companies who are looking for sales professionals in Chicago and across the country. CareerBuilder.com powers the online career sites for more than 450 partners including leading information sources such as Sales and Marketing Management, Selling Power, MSN, America Online and the Chicago Tribune.

\*comScore Media Metrix, October 2004. The CareerBuilder Network is a custom aggregation of CareerBuilder.com traffic as well as job search traffic to career centers CareerBuilder powers for partner sites such as Tribune Company, Gannett, Knight Ridder and others.

About DePaul University

Enrolling 23,570 students, DePaul University is the largest Catholic university in the United States and the largest private, non-profit college in Chicago. The university's mission emphasizes academic excellence, service to the community, access to education and respect for the individual.

#### About CareerBuilder.com

CareerBuilder.com is the nation's leading online job network with more than 15 million unique visitors and over 600,000 jobs. Owned by Gannett Co., Inc. , Tribune Company , and Knight Ridder, Inc. , the company offers a vast online and print network to help job seekers connect with employers. CareerBuilder.com powers the online career centers for more than 450 partners that reach national, local, industry, diversity and niche audiences. These include more than 130 newspapers and leading portals such as America Online and MSN. More than 30,000 of the nation's top employers take advantage of CareerBuilder.com's easy job postings, 10 million-plus resumes, comprehensive screening tools and more. Millions of job seekers visit the site every month to search for opportunities, sign up for automatic email job alerts, and get advice on job hunting and career management. For more information, visit <http://www.careerbuilder.com/> .

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