

Executive Profiles

Marianne Cherney, CEO

Marianne Cherney is an experienced provider of technology training having worked in the field for 20 years, and prior to that in the technology research arena. She has worked with Intel Corporation, Dell Computers, Hewlett Packard and National Semiconductor among many others, helping companies identify their specific training requirements in order to achieve business goals.

GogoTraining was conceived after receiving feedback from customers with Cherney's first company, Dashcourses Inc. about the need for a more cost-effective yet still viable alternative to classroom training. Cherney first founded Dashcourses International in 2000, and grew it to be one of the most innovative onsite and online technical training solutions available for IT, hardware and software professionals. Prior to founding Dashcourses, Cherney worked for Learning Tree, where she developed and managed major accounts throughout the Southwest, and for IMA, Inc., where she managed and performed market studies for high tech companies.

Cherney has an Undergraduate degree from Michigan State University and Master's degree from the American Graduate School of International Management. She began her career selling semiconductors to customers in Latin America. She moved into the technical training industry with her position at Learning Tree and worked with national and international clients.

Jeanne Allen, Director of Operations

Jeanne Allen has been in the technical training industry for over 22 years. She provides the systems, processes and operational measures for the creation of vLearning videos. Prior to joining GogoTraining, Allen was President of Technology Transfer Partners, an IT training company she founded in 1996 and sold in 2007. In this capacity, she provided sales, operational and financial direction to meet the needs of the national and international client base. Her clients included Federal Express, Intel Corporation, Hewlett Packard, National Semiconductor, Mass Mutual and Household Finance.

Allen began her career in technology training with Learning Tree International where she quickly rose through the ranks from Account Executive to Vice President of World-Wide On-Site Sales. In this position she was responsible for establishing a common approach, sales methodology, and process for working with clients for the offices in Paris, Stockholm, Ottawa and Montreal.

Tim Salam, Director of Marketing

Tim Salam has 18 years of experience in sales, marketing and business development, and holds a B.S. in Advertising from Northern Arizona University. Salam started in 1993 with traditional advertising then transitioned to become among the first in online marketing, developing websites as early as 1996.

In 1997, Salam founded and grew one of the first online communities into an award-winning property using social media tactics. In 2000, he sold it and joined marchFIRST, an international Internet consulting firm (working with Caremark, formerly called AdvancePCS, and Pottery Barn) then a year later co-founded Essemble IT Solutions to provide software development and online marketing. Essemble experienced aggressive growth with over 80 clients in the Southwest, including Arizona Highways (ADOT), Arizona Technology Council, Avnet, Adaptec, and SUN Microsystems.

In 2005, Salam joined CSK Auto (parent of Checker Auto Parts) and grew the e-commerce segment from \$4 million to \$15 million in two years. Since his departure in 2008, Salam has continued to setup and develop successful online marketing programs for small businesses in Arizona.