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# SkillSoft Names Heather Loisel Chief Marketing Officer

*Former SAP and JDA Software Executive Brings 20 Years of Experience to one of the Leading E-learning and Performance Support Solutions Providers*

NASHUA, N.H.--(BUSINESS WIRE)-- [SkillSoft](#), a leading SaaS provider of [e-learning](#) and performance support solutions for global enterprises, government, education and small to medium-sized businesses, today announced the appointment of [Heather Loisel as chief marketing officer \(CMO\)](#).

A seasoned software marketing executive, Loisel brings more than 20 years of experience to SkillSoft. Prior to joining SkillSoft, Loisel was senior vice president of Marketing for JDA Software. She has also held vice president of marketing positions with SAP and PeopleSoft. Loisel will be responsible for defining and directing SkillSoft's strategic positioning, go-to-market strategy, demand generation and management of all global marketing functions.

"We are thrilled to have someone with Heather's track record join SkillSoft at this important phase in the company's growth," said Chuck Moran, CEO and president of SkillSoft. "Her experience in building marketing programs for global technology leaders is precisely what we need to take SkillSoft to the next level. We are excited that she will be spearheading our global marketing organization into the future. With her leadership we are confident that we will expand our market- position in the e-learning and performance solution industry."

## Loisel's Prior Experience:

- Most recently, Loisel served as the senior vice president of Marketing for JDA Software where she was responsible for driving the marketing efforts for the worldwide supply chain management, merchandising and pricing solutions provider. Under her purview, JDA Marketing was awarded the 2011 Aberdeen Industry Excellence award for Marketing. She was also nominated as a finalist in the Marketing Visionary category of the 2011 Eloqua Markie Awards.
- Prior to JDA, Loisel spent nearly seven years at SAP, most recently as vice president of Global Marketing Operations where she focused on optimizing marketing ROI and ensuring sales and marketing integration to deliver maximum value.
- At PeopleSoft, Loisel was the vice president of Global Sales Productivity where she was responsible for providing support services to the direct sales force that focused on sales effectiveness and sales productivity.
- A graduate from Notre Dame University with a degree in Marketing, Loisel also completed the Marketing for senior executives program in the Harvard Business School Executive Education Program.

## About SkillSoft

SkillSoft is a leading SaaS provider of on-demand e-learning and performance support solutions for global enterprises, government, education and small to medium-sized businesses. SkillSoft enables business organizations to maximize business performance through a combination of comprehensive e-learning content, online information resources, flexible learning technologies and support services. SkillSoft is on the web at <http://www.skillsoft.com>.

Content offerings include business, IT, desktop, compliance and consumer/SMB courseware collections, as well as complementary content assets such as Leadership Development Channel video products, KnowledgeCenter(TM) portals, virtual instructor-led training services and online mentoring services. SkillSoft's Books24x7(R) product offering includes access to more than 30,000 digitized IT and business books, as well as book summaries and executive reports. Technology offerings include the SkillPort(R) learning management system, Search & Learn(R), SkillSoft(R) Dialogue(TM) virtual classroom, and inGenius(R).

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