



FOR IMMEDIATE RELEASE
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TOP MANAGEMENT TRAINING FRANCHISE CRESTCOM INTERNATIONAL, LLC
NAMES TAMMY RIVERA BERBERICK PRESIDENT AND CEO

GREENWOOD VILLAGE (Suburban Denver), Colo. – April 23, 2015 – Top management and sales training franchise Crestcom International, LLC has named Tammy Rivera Berberick as the company’s new president and chief executive officer, effective May 1, 2015.

Prior to Crestcom, Rivera Berberick was the president of Focus on Execution; a consulting firm that helps CEOs sharpen their business focus and improve their overall profitability. Tammy also was a chair for Vistage, the largest CEO leadership organization in the world and has coached over 100 CEOs and Key Executives. The majority of her career was with Molson Coors leading transformational change and world wide cost efficiencies as the corporate vice president of worldwide-integrated services.

“On any given day, hundreds of executives around the world are learning how to lead their businesses and produce astonishing tangible results for their companies in our Crestcom training sessions,” said Rivera Berberick. “The chance to work with our franchisees to literally change the way business is done worldwide is a thrilling opportunity and a challenge that I have been preparing for my entire career.”

Tammy received her undergraduate degree and MBA from the University of Denver. She also practiced as a CPA in Colorado. Tammy has served on several boards including, Florence Crittenton Services of Colorado, Women’s Vision Foundation, and the Girls Scouts. She is a past recipient of the Denver Foundation’s Minoru Yasui Community Volunteer of the Year Award, Colorado Women’s Leadership Coalition’s “Women Leaders of Excellence Award” and was previously named one of the “Top 50 Working Hispanic Women in the Nation” by *Hispanic Business* magazine.

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Crestcom International, LLC delivers inter-active learning experiences that help people produce real business results. The company’s award-winning management and sales training courses are delivered through more than 180 Crestcom franchises operating in 60 countries. Since 1988, more than 75% of Fortune magazines “Most Admired Companies” have participated in Crestcom training. Crestcom is owned by Englewood, Colo. based Progress Equity Partners, Ltd.