



2U, Inc. Teams Up with LinkedIn to Foster Career Advancement and Professional Networking Opportunities

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2U Provides Complimentary Access to LinkedIn Premium Career; LinkedIn Career Pathways Insights to Benefit 2U Partner Universities and their Students

LANHAM, Md., Feb. 6, 2019 /PRNewswire/ -- 2U, Inc. (Nasdaq: TWOU), a global leader in education technology, today announced a new collaboration with LinkedIn to help enhance career and networking opportunities for graduate students enrolled in 2U-powered programs. Under the agreement, students in 2U-powered programs will receive complimentary access to LinkedIn Premium Career. 2U will also leverage LinkedIn insights about job pathways to help measure outcomes and empower students to make informed decisions when considering their career journey.

For millions of professionals and students across the globe, LinkedIn is the destination of choice for career advancement, network building, and knowledge sharing. With LinkedIn [Premium Career](#), students in 2U-powered programs will have access to a suite of career-enhancing benefits, including resume-building tools, insights on salary and earning potential, as well as the ability to contact recruiters and hiring managers using InMail. LinkedIn Premium Career will also help students to develop their professional communities and stay up to date and engaged with their universities while in school and upon graduation. In addition, the collaboration will include tailored workshops for 2U partner institutions, university leaders, and faculty to share best practices for leveraging LinkedIn to build an engaged audience and community.

"2U has always been committed to investing in our university partners and delivering world-class digital education programs that lead to career-advancing outcomes for their students," 2U Co-Founder and CEO Christopher "Chip" Paucek said. "Working with LinkedIn is a unique, exciting, and purposeful way for us to empower graduate students — many of whom are working full-time — to take greater control over their careers and strengthen their alumni and professional networks."

"We are excited to be expanding our relationship with 2U as they provide their students with the tools, insights, and content available through LinkedIn Premium Career," Vice President of Global LinkedIn Marketing Solutions Penry Price said. "Through our collaboration, LinkedIn will also bring insights to 2U, its students, and partners to help optimize coursework and educational programs."

Career advancement is the driving force behind why so many people return to graduate school and, according to Harvard Business Review, a "mountain of research shows that professional networks lead to more job and business opportunities, broader and deeper knowledge, improved capacity to innovate, faster advancement, and greater status and authority." (Learn to Love Networking. Tiziana Casciaro, Francesca Gino, Maryam Kouchaki, Harvard Business Review, May 2016). By collaborating with LinkedIn to provide students with an effective tool to find, prepare, and get the right job while building and strengthening their networks, 2U is helping students achieve their career goals and aspirations.

About 2U, Inc. (Nasdaq: TWOU)

Eliminating the back row in higher education is more than just a metaphor, it's our mission. For more than a decade, 2U, Inc., a global leader in education technology, has been improving lives by powering world-class digital education. As a trusted partner and brand steward of great universities, we build, deliver, and support online graduate programs and certificates for working adults. Our industry-leading short courses, offered by GetSmarter, are designed to equip lifelong learners with in-demand career skills. To learn more, visit [2U.com](#). #NoBackRow



Media Contacts:

Molly Forman, 2U, Inc.

mforman@2U.com

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