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2U, Inc. Names Dave Gendell as New Senior Vice President of Business Development

LANDOVER, Md., April 29, 2014 /PRNewswire/ -- 2U, Inc. (NASDAQ: TWOU), a leading provider of cloud-based software-as-a-service solutions that enable leading nonprofit colleges and universities to deliver their high-quality degree programs online, announced the addition of Dave Gendell as the new Senior Vice President of Business Development.



As 2U's senior business development executive, Gendell is responsible for the formation and implementation of new strategic partnerships with organizations to support growth opportunities for 2U.

"Dave's experience with fast-growth companies, personalized brand marketing, and product strategy across multiple consumer touch points make him uniquely qualified to lead 2U's business development operation," says 2U's Chief Marketing Officer, Jeff Rinehart. "He is joining the 2U team at an important time to support the company's continued growth as a leader in supporting the world's best online education experiences for our partner universities and their students."

Gendell joins 2U from PayPal where he led the Demand Generation Initiative for PayPal's Global Business Development team. Prior to PayPal, Gendell started and managed the digital advertising and publishing business for Bill Me Later, a venture-backed start-up in Baltimore that was acquired by eBay / PayPal in November 2008.

Gendell holds a B.A. in Economics from Randolph-Macon College in Virginia, and lives in Annapolis with his family.

About 2U, Inc. (NASDAQ: TWOU)

Founded in 2008 by a team of education and technology veterans, 2U enables leading colleges and universities to deliver their high quality education to qualified students anywhere. Our cloud-based software-as-a-service platform provides schools with the comprehensive operating infrastructure they need to attract, enroll, educate, support, and graduate their students. Our mission is to enable the education our clients provide to reach its highest potential so students can reach theirs.

To learn more, go to 2U.com. Be sure to follow us on LinkedIn (<http://www.linkedin.com/company/2u>), Twitter (<http://twitter.com/2Uinc>) and Facebook (<http://www.facebook.com/2u>).

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