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Kentico Teams with Techtonic Group on Software Development Apprenticeship for Underprivileged Youth

Bedford, New Hampshire, USA, April 27, 2015 – Kentico Software, the Web Content and Customer Experience Management provider, today announced its partnership with software developer firm Techtonic Group to support the latter's Techtonic Academy, a unique apprenticeship program that equips underprivileged youth with software development skills that can help them land lucrative jobs in web development.

Techtonic Academy was born out of the gap in available skill sets and professional work ethic desired by Techtonic Group. Once accepted into the Academy, apprentices work side by side with senior developers, gaining experience building innovative software solutions for a variety of client projects, before often being placed with a Techtonic partner or within Techtonic itself. The Academy, first launched a year ago, supports about 10 new apprentices every six months and includes a mentorship program that assists apprentices with embarking on the career paths that are right for them.

Kentico supports the program by providing unlimited training, support, and use of its integrated marketing solution. This hands-on training and experience arms aspiring software developers—many of them with GED's or limited college—with highly sought after skill sets in web content management, e-commerce, online marketing, online communities and more.

"I am amazed by the tenacity and aspirations of the young people we get to work with as part of Techtonic Academy," said Heather Terenzio-McCollester, co-founder and CEO, Techtonic Group. "All these aspiring professionals need to launch themselves into lucrative careers is a desire, which they have, and the skills, which we provide thanks to our team of caring developers and Kentico's generous gift of unlimited software, support, and training on its powerful integrated marketing solution."

"I always thought I had the drive and desire to succeed, but without the right training or experience, I wasn't finding a lot of opportunity in the job market," said Thi Mai, now a junior developer at Techtonic Group and quickly rising through the ranks. "Techtonic Academy not only gave me this training and experience, they later hired me on as a full-time developer. The time I spent as a Techtonic apprentice was probably the most important six months of my life."

"We're very proud of our role in helping Heather Terenzio and Techtonic Academy give underprivileged youth a real chance in today's world," said Kentico CEO and Founder Petr Palas. "Much more than a short-term boot camp or class, Techtonic Academy gives aspiring software developers a real leg up in landing long-term positions with organizations that value their new skills and unique commitment. I will enjoy following the careers of Techtonic Group's graduates and hopefully get to work with more than a few of them."

About Techtonic Group
Founded in 2002 and headquartered in Boulder, CO, Techtonic Group provides expertise in software application development and mobile applications to a diverse customer base—from hospital information system to e-learning, financial services to new media. The company's Techtonic Academy is a unique apprenticeship program that equips underprivileged youth with software development skills and new career paths through training, mentoring, and hands-on project work. For more, please visit http://www.techtonicgroup.com.

About Kentico
Kentico makes an integrated marketing solution that is easy to use and drives cost effectiveness for businesses of all sizes, on-premise or in the Cloud. It gives customers and partners powerful, comprehensive tools and customer-centric solutions to easily create stunning websites and manage customer experiences in a dynamic business environment. With over 450 web parts, easy customizations, and fully-documented API, the Kentico Web Content Management Solution quickly gets websites operational. When combined with the full set of integrated solutions, which include Online Marketing, E-commerce, Online Communities, and Intranet and Collaboration, Kentico fully optimizes the digital customer journey across multiple channels.

About Kentico Software
Founded in 2004, Kentico is headquartered in the Czech Republic with offices in the US, UK, Benelux, and Australia. A Microsoft Gold Certified Partner with 1,000 digital agency partners, Kentico powers more than 25,000 websites in 100

countries. Customers include Bacardi, Great British Chefs, Gibson, Mazda, Microsoft, Mighty River Power, Run and Become, Sony, and Vodafone.

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