

For Immediate Release

Contact: Hannah Karaszkiwicz, Communications Manager
The Knowland Group
(703) 286-0847
HannahK@KnowlandGroup.com

Knowland Opens Silicon Valley Location

Respected Business Development Software Company Expands Operations to Sunnyvale, CA

McLean, VA, 8/2/10 – The Knowland Group, a leading provider of business development solutions for the hospitality industry, recently expanded operations to Sunnyvale, CA. Knowland plans to grow within Silicon Valley's technology community, continuing to develop advanced and innovative products. This new location will serve as the foundation for an extended team of associates to support Knowland's ever-evolving online applications and software.

Knowland is now hiring instructional designers to reinforce their current training initiative, Knowland University, as well as user interface designers. In addition there are plans to add system integrators to the team. Bringing in additional professionals with pioneering flair will allow Knowland to continue to increase client value, the core value upon which the company was established.

"Our new office and team will allow us to create an enhanced user experience for our clients," said CEO Mike McKean. "The more we improve upon how our hotels utilize our products, the more effective they will be in furthering business development and increasing group sales." Knowland prides itself in its belief in change for the betterment of the company and the hospitality industry.

Chief Learning Officer Bill Cushard, originally from the Sacramento area, recently relocated from Charlotte, NC to Sunnyvale, CA in order to head the new office. Cushard expressed his excitement about the opportunities surrounding the new location: "Our office is designed to fuel growth and build upon talent that is best found in Silicon Valley."

Currently Knowland has offices in the Washington D.C. metro area, Salisbury, MD, and Lewes, DE. This office is Knowland's fourth location opening since it was founded in 2004. "Making a giant leap from the East Coast to the West Coast was a big decision, but it's also the next step towards achieving our mission," said McKean.

About The Knowland Group

The Knowland Group is a proven innovator, developing intuitive marketing products and services that streamline and support event and group sales in the hospitality industry. The company, headquartered in McLean, VA, serves over 2,000 hotel clients and 17,000 users globally. Recently featured on the *Inc.* [Fast](#)

[500 List](#), the Knowland Group is the second fastest growing company in the travel industry. For more information, visit www.KnowlandGroup.com, call 410-860-2270 or follow us on Twitter [@knowlandgroup](#).