



President & CEO | ITU Online

CARRIE CAMERON

A Torchbearer transforming the Learning Experience

In recent years, there has been a huge inclination towards online learning or e-learning. Earlier, those who relented to adapt to this new learning system were forced by the outbreak of COVID-19. In the last two years, the world has witnessed numerous challenges where each and every redesigned themselves to work via remote locations. Utilizing eLearning can surely fill the sudden gap caused due to the pandemic. Furthermore, these difficult situations demand a torchbearer who has immense experience in the eLearning sector. **Carrie Cameron, the President and CEO of ITU Online**, is one of the original pioneers of eLearning.

Founded in 2012, ITU Online has been a leader in providing online IT training courses. The curriculum offered by the company is built, filmed, and supported in-house via the corporate headquarters in Clearwater, FL. *“Even prior to the remote learning boom of 2020, we have always believed in the power of learning wherever, whenever, and look forward to seeing the eLearning industry continue to thrive,”* says Carrie. Being one of the leaders in the industry, ITU Online has been known for its proven educational concepts, sound instructional design principles, and a state-of-the-art studio. It creates exceptional courses to provide the best benefits for those in the IT training field.

OFFERING TOP CERTIFICATIONS

ITU Online's new State of the Art learning management system (LMS) provides every student a very interactive engagement experience that will ensure they retain the knowledge and have the training not only to pursue the

certifications but excel in the workplace. The company has been constantly working with the mission to develop products and services that exceed the customers' expectations. It understands that its success is directly proportional to the success of its students who have training and certificate programs with the company.

ITU offers all of the top certifications for CompTIA, Microsoft, Cisco, Cloud, Cybersecurity, and Project Management just to name a few. Along with the learning programs, the company also offers an unlimited lifetime training library for its learners. This gives them an upper hand in exploring various subjects. Furthermore, once the learner joins the program, they will receive all new courses and updates at no additional charge. They never have to buy training again. Moreover, ITU offers an online training library that covers an extensive array of training designed to meet a comprehensive array of IT technology used in every industry. The system allows the students to hyper-focus on specific technologies or the opportunity to round out the technical skills in many areas.

Carrie and her team at ITU highly focus on delivering a standard for quality by employing the best leaders in the IT field to create award-winning training courses. It has built on the foundation of extremely passionate employees that truly care about and value the success of its students. The production, development, customer service, creative, corporate sales, B2C sales, accounting, quality assurance, and marketing departments all work in synergy to bring new courses to market quickly. The company aims to nurture its existing students and new students in achieving their career goals.

LMS LIKE NEVER BEFORE

Since the introduction of online learning, utilization of LMS has been beneficial for both program providers as well as learners. ITU's in-house Learning Management system is a proprietary online application that makes learning easy and interactive. Its primary dashboard shows students which courses are in progress for easy quick access. Students can also track progress within each course showing completed course content. The system offers detailed tracking of course activity that logs viewing actions like start time, stop time, pause, rewind, and fast forward activity.

ITU's LMS system provides team leaders with the tools necessary to manage the team's training by providing detailed progress reporting and course assignments. Admin only summary level report, showing an overview of the team's progress and completion helps the leader to keep the team on track. Alongside, the leader has a detailed level of reporting for everyone on the team to show individual course progress, total viewing time, and pass/fail status. Using the built-in learning paths, leaders can assign team members every course, single course, or a grouping of courses quickly and easily. The system offers the ability to create customized learning paths which is available for team sizes 10 or more, can set due dates and course expiration dates to control student learning times, and add new team members on a per-seat license during the existing term.

TRANSFORMING LEARNING

The majority of the time the growth of the company is equitable to the growth of the leader. To understand ITU and its mission, we have to also look at the journey of Carrie; who is passionate about education. After completing her college from St. Petersburg College, she began her career in the industry in 1996. With a degree in Computer Science and a passion for education, she has successfully started several IT training companies. For 8 years, Carrie served as an International Sales and Marketing Manager at Sophisticated Systems. The immense experience at the company allowed her to convert competitors to clients, and develop lasting reseller channels worldwide. Furthermore, she is also known for her gift for understanding the training requirements of clients, developing high-quality training courses, producing customized curriculum solutions, and leading the market through creative product and software solutions.





Be Creative, Give your customers and the best products at the most cost-effective price, maintain great customer service, and stay in touch with them and you can't lose!

Currently, Carrie holds a majority position in many online training companies. Just some of these online institutions include Vision Training Systems, The Academy of Film, Fashion & Design, the Mixology Training Company, and the Health Institute Online. Since co-founding ITU, she has been successful in offering over 200 courses, resellers in 30 different countries, and 650,000 students acquired through organic, internal growth.

RECOGNIZED FOR CONSISTENT EFFORTS

Today, technology is constantly changing which makes it difficult for learners to adapt to every new change in the industry. This is where Carrie and her team take a huge stride forward amongst all its competitors, it consistently involves in developing new features and tools to deliver a learning experience to the students that is unmatched in the eLearning field. This approach has helped thousands of IT professionals succeed in their careers.

Carrie's tireless work ethic, energetic management style, and hands-on approach have been the motivating factors in the company's long successful run. She recognizes that effective, experienced employees are critical to an organization's success and is proud that ITU is an employee-owned and operated company. ITU has won four Best in Biz Awards, including Company of the Year, Fastest Growing Company of the Year, Creative Department of the Year, and Most Innovative Company of the Year. These awards solidify what ITU's students have already come to expect—the best practical knowledge at an amazing price point. **GBL**

