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## **PRESS RELEASE**

### **STUDENTS GET JOB SEARCH SUPPORT THROUGH NEW PARTNERSHIP The University of Richmond Offers Two Business School Programs Providing Students the Interview Angel Tool to Improve Job Search Odds**

(Ashland, VA) June 2009 – This summer some 1.4 million graduates will be vying for jobs along with seasoned professionals. Interview Angel ([www.InterviewAngel.com](http://www.InterviewAngel.com)) announced this week that it is partnering with University of Richmond’s Robins School of Business ([www.business.richmond.edu](http://www.business.richmond.edu)) to offer students the one-of-a-kind Interview Angel toolkit to up their odds of finding a job.

In May 2009, the University of Richmond committed to partnering with Brent Peterson and his Virginia-based Interview Angel. Starting this summer it will provide graduate students and executive education participants of the top-rated Robins School of Business with two highly unique programs that will better prepare and greatly improve their odds of finding a position in today’s uber competitive job market.

“The MBA Program at the Robins School of Business has discovered that Interview Angel provides our students an affordable, user-friendly product that gives them step-by-step instructions to help them in their job search,” said Debbie Fisher, Asst. Dir. MBA Student Services at the Robins School of Business. “It’s innovative and a low-cost career supplement that we feel can have a real impact on our students’ careers.”

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Interview expert and founder of Interview Angel Brent Peterson knows how to interview for a position. With a 100% success rate in his own career pursuits as a business consultant, he has seen hundreds of well-qualified candidates passed over due to poor performance in job interviews. The 112-page Interview Angel padfolio includes Peterson's own unique tips and advice, worksheets, checklists, templates and a Guide to Inspiring Hiring Managers.

"Interview Angel is excited about the partnership with University of Richmond," said Peterson. "We've long seen the potential to help students and hope that other universities will equally see the unique opportunity the product has for their students."

However, it's not just students of the school of business that will benefit. This summer the School will launch a program for non-business students that will incorporate career development skills and the Interview Angel.

"For the first time ever we're offering the Robins Summer Business Institute at the University of Richmond," said Kaye Vaughan Dir. of Executive Education at the Robins School of Business. "Our goal is to give each non-business major both knowledge and practical career skill development tools. The Interview Angel padfolios are the best going away gifts that I can present to complete the goal of setting these job applicants apart from all others."

The launch of this unique partnership is prompting Peterson to take the Interview Angel to the National Association of Colleges and Employers Conference (NACE) in Las Vegas June 9 - 12, 2009 (<http://www.naceweb.org/conference/>), where he will introduce similar opportunities to universities and colleges across the country.

"There is no room for error in today's competitive job market," said Peterson. "Unfortunately, there is no college course created to prepare graduates for this phenomena and that's where Interview Angel fills in the blanks." He adds that the right resume and connection can get you the interview, but it's how a candidate performs in the interview that commands the offer letter.

"In this highly competitive job market, candidates owe it to themselves to be as prepared and confident as possible during the interview process. It's just too important to leave to chance," says Peterson.

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### **About Interview Angel**

Interview Angel was launched on December 1, 2008 after six months of design and collaboration with hiring managers and professional staffing firms. Unlike books on career development, Interview Angel closes the gap between understanding what to do, and actually doing it, in an action-oriented system that users complete with their own stories, goals, and research. Also featured are 112 pages of essential steps to take before, during, and after the interview, including resume preparation and job searching; how and where to research organizations' culture, vision, and performance; and what questions to ask - and avoid - during the interview. Notably, Interview Angel comes in a professional padfolio designed to be taken into the interview itself, helping candidates remain confident, focused and organized. [www.InterviewAngel.com](http://www.InterviewAngel.com)

### **About Robins School of Business**

Ranked in the top 15 nationally by *BusinessWeek*, the Robins School of Business at University of Richmond is the only fully accredited, top-ranked undergraduate business school that also is part of a top-ranked liberal arts university. *BusinessWeek* also recognized the school for having one of the top 15 part-time MBA programs in the country. Its executive education division offers open enrollment courses and customized leadership development programs for individuals and businesses. <http://business.richmond.edu/>

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