



**For Immediate Release**

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## **The Industry School™ Starts a New Training Era for Mobile Electronics**

*Upcoming online learning management system to promote community learning with suppliers, industry professionals*

**LONG BEACH, CALIF., September 1, 2020 (MEDIAWIRE)**—Mobile electronics industry veterans Solomon Daniels and Kerry Moyer have joined forces to form The Industry School, the first comprehensive online training and learning destination focused on supporting all the industry’s training resources in one place and making these available anytime, anywhere, from any connected computer or device. The Industry School is set to launch this year and will welcome industry professionals of all experience levels, from new hires to seasoned experts.

The current worldwide pandemic has put a harsh spotlight on the industry’s need for an online product and training resource. Tradeshow cancellations and significant travel restrictions have all but eradicated the industry’s previous training practices. Suppliers have responded with training through resources like Zoom and GoToMeeting, expressing optimism about efficiencies, simplicity and cost savings of online capability. But the use of a platform originally designed for conference calls misses key elements that ensure a true training return on investment.

The Industry School takes the online learning experience to its highest level. Powered by a leading Learning Management System (LMS) platform, The Industry School will provide a professional, university-grade structure in which suppliers can cost-effectively teach, train and track the growth of industry professionals year-round within an industrywide, peer-based community.

On The Industry School’s learning platform, suppliers and organizations have online “classrooms” in which they present training content as standalone lessons or step-after-step courses. Industry professionals join to train and participate in exercises that help to improve retention. Suppliers can incorporate quizzes to verify retention of the content. Lessons and courses stay available in the classrooms for training new employees. Learners can train online any time, any day, from computers or tablets. Upon completion of the lesson or course, they are rewarded for their achievements, and accumulated achievements are tracked across all the classrooms they attend.

The Industry School is the creation of Solomon Daniels, who has been a part of the mobile electronics industry for more than 30 years. Daniels started his career in installation and retail before moving to the supplier side to take on tech support, product development and marketing. He served as editor-in-chief of the industry publication *Mobile Electronics* magazine for 20 years and currently heads SDG, Inc., a marketing and communications firm focused on brands within the industry.

“The Industry School is the result of taking a long look at our industry and asking, ‘What’s missing?’” said Daniels. “The difficulties for brands to reach the right people in a retail shop, coupled with the lack of ‘new blood’ coming into our industry, were issues even before the hardships of the COVID-19 pandemic. We need a training platform that uses the latest technology to enable everyone to participate without time, financial or travel limitations, within a structure that ensures information is learned, retained and implemented. My vision for The Industry School is to have one or more classrooms designated to every supplier, with industry professionals logging on daily to absorb new content, learn the latest product features and stay connected to the brands they sell and support.”

Kerry Moyer joins The Industry School as a 40-year veteran of the consumer electronics industry. He was an owner of retail electronics stores and later a sales representative before becoming a senior director at the Consumer Electronics Association (now Consumer Technology Association). He went on to serve as vice president of strategic partnerships at the Mobile Electronics Association (MEA) until 2019 and is currently a principal in the consulting firm JKM Business Solutions.

“Throughout my career, I have always seen education and awareness as priorities for ensuring profitability and growth,” said Moyer. “After sales, delivering training is a critical priority. Yet, it is increasingly clear that the old ways of travel and at-show training have become inefficient compared to today’s streamlined technology that supports online training. As suppliers are pressed, now more than ever, to evaluate and substantiate every spend, they understand that ROI can’t just be a measurement of how many people show up for a training. Successful return comes from seeing sales increases because of consistent, quality training and evaluation that includes everyone in a store who touches their products.”

Daniels will serve as the school’s day-to-day administrator, heading a staff that provides support for trainers and learners. Moyer will partner closely with participating suppliers and organizations to manage their school presence and provide performance metrics.

The Industry School will be accessible from its website at [theindustrieschool.com](http://theindustrieschool.com). Information on the activities of the school and its training partners will be distributed through the website as well as email newsletter and social media pages on Facebook, Twitter, LinkedIn and Instagram. Learners will be able to sign up on the website to receive a school login and can then request to join available classrooms from participating suppliers and organizations.

Interested learners are encouraged to visit [theindustrieschool.com](http://theindustrieschool.com) today to sign up for updates on the launch. For information on The Industry School’s training platform, contact Solomon Daniels at [Solomon@theindustrieschool.com](mailto:Solomon@theindustrieschool.com). For information on training programs and partnership, contact Kerry Moyer at [Kerry@theindustrieschool.com](mailto:Kerry@theindustrieschool.com).

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