



Press release

Paris, 15 April 2018

International partnership: Lead U will distribute Cegos' elearning solutions in LATAM

Cegos, a worldwide leader in training and development, and Lead U, the brand-new Online Leadership School of TelTech, sign a partnership agreement under which Lead U will distribute Cegos' e-learning modules to its clients in the US and in LATAM countries through its platform.

Under this partnership, Lead U's customers will now have access to the [Cegos catalogue on Soft Skills](#) localized in 19 languages (including Spanish and Portuguese). This premium content will be available to Lead U's customers in the US and in several LATAM countries (Mexico, Colombia, Panama, Peru, Chile, Argentina, Brazil).

Since its founding in 1994, Teltech has worked to improve the performance of organizations through the transformation of the work experience, thanks to digital and CRM technologies. Through the digital strategy that it deploys, Teltech combines mobile, web and Cloud to provide optimal solutions that streamline digital and cultural transformations. TelTech is integrating and launching in April "Lead U", an online leadership school, which will host Cegos' courses in Spanish and Portuguese for the Latam Market.

The Cegos Group deploys a global offering, including turnkey and tailored training and development, operational consultancy, Digital Learning, Managed Training Services, international training projects, and certificate or diploma courses. Running its own operations in 11 European, Asian and Latin American countries, Cegos is also active in over 50 countries through its network of partners and distributors, which are all leading e-learning solutions providers. Thanks to this network, its Catalogue on Soft Skills has 2.5 millions of learners per year.

Mario Gonzalez, Consulting Director of TELTECH, explains: *"We believe this is a great partnership, since we have with CEGOS not only strong alignments in the way to market strategies, but we also consider that CEGOS content quality and the delivery strategies are one of the best ones available. Finally CEGOS as a company has the speed, the size and the energy, to move the new eLearning initiatives in LATAM"*

Pascal Debordes, head of Channels and Alliances at Cegos Group, adds: *"We are very pleased to start this new partnership with Lead U. Our alliance combines the powerful, intuitive and innovative solutions developed by TelTech through its news platform Lead U, with Cegos' unique digital learning solutions. Thanks to this partnership, we'll reach a large number of learners through an innovative market place."*

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About TelTech

Since 1994, we have been on top of Digital Innovation with ERP's and CRM integration, for different customers in LATAM and Florida/USA. Since 2012 company have been focusing in the integration and Consulting of eLearning and Collaboration Networks technologies, to create solutions that truly innovate in the learning and job experiences. The latest Initiative is its online leadership school: <http://www.lead-u.org>, that expects to offer first truly online leadership development capabilities in LATAM. <http://www.teltechsas.com/>

About the Cegos Group

Created in 1926, the Cegos Group is a worldwide leader in training and development. The Group now runs its own operations in 11 European, Asian and Latin American countries. It is also active in over 50 countries through its network of partners and distributors, which are all leading training providers and top-tier technology experts.

With 1,000 employees and more than 3,000 partner consultants, the Group trains 250,000 people around the globe every year and generates sales of €200 million.

Cegos deploys a global offering, including turnkey and tailored training and development, operational consultancy, Managed Training Services and international training projects. Its "blended learning" approach aims to provide the most suitable and competitive learner experience, by combining multiple learning formats (classroom training, e-learning modules, videoconferences, webcasts, e-training programmes and more).

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