

## **Universal Technical Institute Promotes Jeff May to Senior Vice President of Marketing**

### **May to oversee all marketing functions; drive innovation at UTI**

SCOTTSDALE, Ariz., Sept. 10, 2014 /PRNewswire/ -- [Universal Technical Institute](#) (NYSE: UTI), the leading provider of post-secondary education for students seeking careers as professional automotive, diesel, collision repair, motorcycle and marine technicians, today announced that Jeff May, formerly vice president of integrated marketing and analytics has been promoted to the role of senior vice president of marketing. In his new role, May will oversee all aspects of marketing and advertising for the company.

Since joining UTI in 2009, May has held a number of significant roles. He began his career with UTI as the vice president of student experience and operational excellence with primary responsibility for the financial aid, student services and employment services functions. In 2012, he assumed the role of vice president, marketing operations and analytics, where he pioneered media buying strategies and analysis leading to improvements in quality and cost efficiencies on the front end of the business.

"Since joining the marketing team, Jeff has proven to be a visionary leader who has driven improvement in our overall marketing efficiencies in a complex and dynamic environment," said Kim McWaters, chairman and chief executive officer at UTI. "I am confident that Jeff's appointment to this critical role will bring further innovation to our marketing efforts while adding depth to the executive management team."

Prior to joining UTI, May was an executive at Washington Mutual for seven years working in various areas of the business such as capital markets, process improvement and finance. He has held positions with Deloitte & Touche and Sentry Insurance. May earned a Bachelor of Science in business economics from University of Arizona.

### **About Universal Technical Institute, Inc.:**

Headquartered in Scottsdale, Arizona, Universal Technical Institute, Inc. (NYSE: UTI) is the leading provider of post-secondary education for students seeking careers as professional automotive, diesel, collision repair, motorcycle and marine technicians. With more than 180,000 graduates in its 49-year history, UTI offers undergraduate degree, diploma and certificate programs at 11 campuses across the United States, as well as manufacturer-specific training programs at dedicated training centers. Through its campus-based school system, UTI provides specialized post-secondary education programs under the banner of several well-known brands, including Universal Technical Institute (UTI), Motorcycle Mechanics Institute and Marine Mechanics Institute (MMI) and NASCAR Technical Institute (NASCAR Tech). For more information, visit [www.uti.edu](http://www.uti.edu). Like UTI on [www.facebook.com/UTI](http://www.facebook.com/UTI) or follow UTI on Twitter @UTITweet, @MMITweet, and @NASCARTechUTI.

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