



Senior Management Team



Nolan Miura
President &
Chief Executive Officer

Appointed in 2006, Nolan Miura is Heald's ninth president in its proud 146 year history. Under his leadership he rebuilt the senior management team, culture, and implemented best practices and a strategy that quickly reversed years of declining enrollments and deficits to record enrollments and financial results. Heald College's enrollments have grown to an all time high 13,000 students at the eleven campus system in California, Oregon and Hawaii. Also during Nolan's tenure, Heald College started offering online courses to its students and will be expanding this initiative to include fully online degrees in early 2010. Nolan is most proud of the positive impact Heald College continues to have on its students' lives as evidenced by continued improvements in student graduation and career placement rates.

Formerly, Nolan served as Chief Executive Officer/Chief Financial Officer of Gryphon Colleges Corporation. In this capacity, he led the successful turnaround of the company's campuses, increasing student population by over 70%, and significantly improving the financial performance of the company. Prior to his work with Gryphon, Nolan held various senior executive positions at Corinthian Colleges including Senior Vice President of Strategic Planning & Business Development and, ultimately, President and COO of the Rhodes Colleges Division, the associate degree-granting division of the company representing nineteen colleges in twelve states with over 11,000 students. In this position, Nolan was successful in increasing student enrollments and profitability of the division and led the opening of new campuses and the rollout of new programs. Nolan's background also includes marketing, finance, and planning with ARCO.

He holds an MBA from the University of Southern California and a BS in Business Administration from CSU, Long Beach.



Eeva Deshon
Senior Vice President &
Chief Financial Officer

Eeva joined Heald in 2006 and has responsibility for finance, accounting, purchasing, financial aid, human resources and regulatory compliance. Under her leadership, Eeva has significantly enhanced Heald's financial processes and controls by implementing standardized reporting, centralizing the College's financial aid operations, and designing an internal regulatory compliance program.

Eeva's background in post-secondary education spans over ten years. After working as a practicing CPA in New Hampshire, Eeva moved in mid-career to the position of CFO at McIntosh College, a regionally accredited career college. While at McIntosh, she guided the owner through a sale of the college to Career Education Corporation.

In 2000, Eeva relocated to the West Coast to hold a series of posts at the California Culinary Academy. She served as Financial Controller, VP of Operations, and ultimately became the Campus President in July of 2004. In these roles, Eeva was successful in growing the campus in excess of 200% over a five year period.

Eeva is a board member of the California Association of Private Postsecondary Schools. She also volunteers as a board member of the San Francisco Embarcadero YMCA. She is a member of AICPA and California Society of CPAs.

Eeva received her B.S. in Accounting from Southern New Hampshire University and is a Certified Public Accountant.



Stan Phillips
Senior Vice President
Marketing & Admissions

Stan Phillips joined Heald College in November of 2006 and has responsibility for Marketing and Admissions for the college. Stan successfully re-engineered Heald's marketing and admissions strategy and processes resulting in record new student Starts at all eleven of the campuses located in California, Oregon and Hawaii.

Stan specializes in both in marketing and admissions process development and implementation. His hands-on, in-the-campus approach is key to creating a performance-based culture with respect and always keeping the student's best interest top of mind. He was recently honored with the 2008 Heald College Employee of the Year Award.

Formerly, Stan served as vice president of enrollment management for Delta/Gryphon Colleges with responsibility for marketing and admissions of 20 schools. He developed and implemented standardized admissions best practices, which also led to an increase in new student Starts.

Prior to his work at Delta/Gryphon Colleges he held various admissions management positions at Corinthian Colleges. He was promoted from Director of Admissions, to Regional Director of Admissions, to Regional Vice President of Admissions and finally Vice President of Admissions for the Rhodes Colleges Division; the associate degree-granting division. Stan achieved Special Recognition Awards while at Corinthian, including the Employee of the Year. He specialized in admission process improvements and maximizing conversion rates.

Stan also held senior management positions in sales and marketing for Northwest Airlines prior to his career in the education industry. He earned a BA from the University of Washington in Seattle.



John Richmond
Senior Vice President &
Chief Information Officer

Since joining Heald, John has been instrumental in modernizing the institution's technology resources for both employees and students. In addition to allocating resources across a multitude of capital intensive projects, John's primary focus has been on increasing productivity through the deployment collaboration technologies like Microsoft SharePoint. John's experiences and expertise in working with faculty, students and administrators will benefit Heald greatly as we grow the company and leverage our IT resources.

Prior to joining Heald, John was Chief Information Officer for Delta Career Education Corporation, a 36 campus proprietary postsecondary school company with locations in eleven states. Prior to Delta, John was the Vice President of Technology for International Education Corporation, an eleven campus proprietary postsecondary school company. His responsibilities included strategic planning, network design and infrastructure, software applications, purchasing, voice and data communication and vendor management.

John earned his MBA from the University of California, Irvine and his BS, Business Administration from Chapman University.



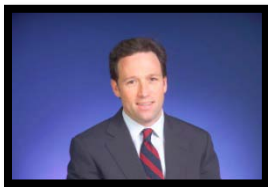
John Keim
Senior Vice President &
Chief Academic Officer
Accreditation Liaison Officer

John oversees academic administration, accreditation, student support services, curriculum, and instruction for Heald. After joining Heald in February 2007, John was instrumental in designing, developing, and implementing new program offerings to prepare students for careers in paralegal studies, criminal justice, construction management, and as pharmacy technicians. In January 2008 he successfully introduced online learning to Heald, with more than 2,000 student registrations completed in online courses in 2008. Through John's emphasis on academic quality, student retention, graduation rates, and placement rates have improved significantly.

John most was recently with Alta Colleges, serving for more than six years as their Vice President of Academic Affairs. At Alta, John was responsible for academic quality, teaching, and learning for 21 colleges with more than 13,000 students operating under the names Westwood College, Redstone Institute, and Westwood Online. Under John's leadership Alta designed, developed, and maintained over 40 different diploma, associate, bachelor, and masters degree program offerings to include the implementation of online, blended, and hybrid courses with enrollments of over 2,500 students. He also implemented best practices to positively impact academic outcomes, retention, graduate placement, and student satisfaction. Additionally, John effectively interacted with three different accrediting agencies (ACCSC, ACICS, COE) and led the effort to prepare Westwood Colleges for regional accreditation through the Higher Learning Commission of North Central Association (NCA).

Prior to joining Alta, John spent almost seven years with a publicly traded propriety school group that operated 28 campuses in the U.S. and Canada. John held a variety of roles and responsibilities in management and operations and eventually was promoted to oversee academic administration, curriculum, and instruction for the institution.

John received his MBA from Georgetown University, where he was a Georgetown Scholar, and a BS in Business Administration, magna cum laude from Regis University.



James Sparkman
Senior Vice President
Strategy and Corporate Development

Since joining the College in November 2006, James oversees the strategic planning process for Heald, including the annual budget process. In this capacity, he also spearheads analysis and planning for many of the College's key growth initiatives. In 2007, James also assumed oversight of Heald's real estate operations, a portfolio that includes 11 campuses and over 550,000 sq. ft. of space.

James previously co-founded HigherMarkets Inc., a venture-backed procurement software company serving the college and university market that was acquired by SciQuest, Inc. James also had two terms with the First Marblehead Corporation working in the Office of the Chairman and, during the formative years of the company, as Vice President and co-founder of the prepGATE loan program. James was also a Vice President of New Mountain Capital LLC, a private equity firm, during their period of investment in Strayer Education, and Managing Director of First Education Group LLC, a boutique investment bank focusing on the education sector. James began his career as a public school teacher in Brooklyn, NY with Teach For America.

James received his BA, cum laude, from Middlebury College and his MBA from Harvard Business School.