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Virginia Tech and Fullstack Academy Launch Product Management Program to Meet Growing Demand for Workers

New live-online program teaches the skills needed to fill the nearly 18,000 product management jobs available in Virginia

NEW YORK (May 11, 2022) – National tech education provider [Fullstack Academy](#) and Virginia Tech Continuing and Professional Education today announced the launch of a new product management bootcamp program. The curriculum is designed to train professionals on the skills needed to fill nearly [18,000 product management job postings](#) in Virginia in just 25 weeks.

“We are in the midst of product management’s ‘Golden Age.’ It’s one of the fastest-growing areas in business today, with the increase in demand for product management jobs outpacing the increase in job demand across all industries in the U.S. by 500%,” said [Jerrad Tausz](#), CEO of Fullstack Academy. “Modern product management is transforming industries as organizations recognize the need for professionals who know the product inside out and understand the needs of its audience as well as how both may evolve over time.”

The product management industry in Virginia is projected to grow 11% over the next decade, driving the average entry-level salary of \$91,400, according to Emsi Burning Glass.

“The curriculum for the Product Management Bootcamp was developed by a dynamic team of nearly a dozen industry experts with professional experience at some of the top tech organizations and educational institutions. They’ve designed some of the most modern, robust tech-focused curricula on the market,” said [Bryan Kind](#), vice president of academics at Fullstack Academy. “The Virginia Tech Product Management Bootcamp caters to early career professionals, upskillers, or those looking to pursue product management as a new career path. The curriculum focuses on job preparedness and practicing product management skills in real-life, authentic scenarios, versus a heavy focus on reading, writing and dissecting case studies.”

The team behind the new curriculum development is composed of professionals from a diverse set of backgrounds, including a civil engineer, product manager, product entrepreneur, professor of product innovation, computer science educator, and product lead at Amazon, as well as several educational technology professionals.

The Virginia Tech Product Management Bootcamp powered by Fullstack Academy is an immersive, collaborative, cohort-based live-online bootcamp. The 25-week program consists of five courses: one 12-week essentials course and four three-week specialized courses, with one break week.

Over the first 12 weeks, students will build essential knowledge and skills grounded in the product life cycle, market analysis, product planning, product analytics, and product strategy. In the second half of the program, students will explore tangible, specialized topics in product management, including UX/UI research, product design, marketing, and software development.

Students focus on building foundational understanding so that no matter which tools, platforms, or processes their future employer uses, they will be able to apply their knowledge to be able to employ it successfully.

[Registration is now open](#) for the live-online Virginia Tech Product Management Bootcamp, which will commence in July 2022. University enrollment is not required.

A \$1,500 Founder's Scholarship that can be applied toward the cost of the program will be available for all students who enroll in the inaugural cohort.

About Virginia Tech

Dedicated to its motto, *Ut Prosim* (That I May Serve), [Virginia Tech](#) pushes the boundaries of knowledge by taking a hands-on, transdisciplinary approach to preparing individuals to be leaders and problem-solvers. A comprehensive land-grant institution that enhances the quality of life in Virginia and throughout the world, Virginia Tech is an inclusive community dedicated to knowledge, discovery, and creativity. The university offers more than 280 majors to a diverse enrollment of more than 37,000 undergraduate, graduate, and professional students in eight undergraduate colleges, a school of medicine, a veterinary medicine college, Graduate School, and Honors College. The university has a significant presence across Virginia, including the Innovation Campus in Northern Virginia; the Health Sciences and Technology Campus in Roanoke; sites in Abingdon, Newport News, and Richmond; and numerous Extension offices and research centers. Continuing and Professional Education, part of Outreach and International Affairs, works with university faculty, governmental organizations, and corporate thought leaders interested in designing programs that transform individuals, organizations, and communities through innovative learning experiences. A leading global research institution, Virginia Tech conducts more than \$550 million in research annually.

About Fullstack Academy

Fullstack Academy is a national tech education provider based in New York City. Founded in 2012, it offers web development, cybersecurity, data analytics, DevOps, and product management bootcamps. Fullstack Academy also offers the Grace Hopper Program, an immersive software engineering course for women and non-binary students, in addition to partnerships with leading universities nationwide, including Virginia Tech, Caltech CTME, and Louisiana State University. Graduates have been hired by Google, Facebook, Amazon, Fortune 100 firms, and startups. Fullstack Academy is a part of the Zovio (Nasdaq: ZVO) network. For more information, visit www.fullstackacademy.com.

About Zovio

Zovio (Nasdaq: ZVO) is an education technology services company that partners with higher education institutions and employers to deliver innovative, personalized solutions to help learners and leaders achieve their aspirations. The Zovio network, including Fullstack Academy, leverages its core strengths to solve priority market needs through education technology services. Using proprietary advanced data analytics, Zovio identifies the most meaningful ways to enhance the learner experience and deliver strong outcomes for higher education institutions, employers, and learners. Zovio's purpose is to help everyone be in a class of their own. For more information, visit www.zovio.com.

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