



MEDIA CONTACT:

Lauren Strait

lstrait@lavidge.com

480.998.2600

International Sports Sciences Association Announces New CFO
Experienced financial powerhouse to guide ISSA's growing operations

PHOENIX (Aug. 26, 2019) – [International Sports Sciences Association](http://www.issaonline.com) (ISSA), a global leader and pioneer in the personal training certification industry, announced today the appointment of Rachael Cordova as Chief Financial Officer. An experienced leader, with more than 16 years progressive experience in the finance function, Cordova will provide guidance to ISSA's functional operations.

Cordova joins ISSA from Manifest, a worldwide content marketing company, where she was responsible for fair presentation of financial statements, financial planning and analysis, and leading the accounting team for the company.

"Rachael is constantly offering innovative ideas to challenges and brings ease and simplicity to difficult processes," said Andrew Wyant, CEO of ISSA. "In addition to the 16 years' experience Rachael brings to ISSA, she adds to her position a sense of integrity, a drive to create results and a true passion for our industry."

Cordova has experience managing finance in various industries including construction, airlines, marketing agencies and fitness education.

"I am excited to continue building my expertise in the fitness education field," said Cordova. "ISSA is highly respected in the industry and is the global leader of fitness, health and wellness accreditations. I hope to contribute to the continued growth of ISSA and the satisfaction of our students and alumni by increasing the effectiveness of our internal operations."

Cordova believes in leading her team from the front, adding she is "always willing to dig in and get my hands dirty, while focusing on growing each and every team member to their full potential."

Cordova graduated Cum Laude with a BS in Accountancy from Arizona State University. She also holds an MBA from the University of Phoenix and is a Licensed CPA.

For more information on ISSA, visit [issaonline.com](http://www.issaonline.com)

About International Sports Sciences Association

The International Sports Sciences Association (ISSA) is a global leader and pioneer in the personal training certification industry. For more than 28 years, ISSA has been committed to providing the highest quality certification program by merging the gym experience with practical applied sciences and building trust in order to help people build their goals. ISSA offers personal training specializations including senior fitness, exercise therapy, and corrective exercise. To date, ISSA has trained more than 300,000 students and placed personal trainers across 92 countries, all while continuing to develop greater access to opportunities that promote a healthier world

www.issaonline.com.