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**International Sports Sciences Association Appoints Rich Brown as New CIO**

**PHOENIX (Nov. 21, 2019)** – [International Sports Sciences Association](#) (ISSA), a global leader and pioneer in the personal training certification industry, has appointed Rich Brown as Chief Information Officer.

Brown joins ISSA from Digital Air Strike, a consumer engagement solutions firm based in Scottsdale, Ariz., where he was recognized as a finalist in the Phoenix Business Journal’s annual C-Suite Awards for CIO of the Year.

He brings a wealth of knowledge that will support the infrastructure and innovation goals of ISSA through the development of product and technology strategies, a high-performance team approach, delivering ecommerce and customer applications, and modernizing technology initiatives.

“Rich brings new ideas and innovative answers to maximize our efficiency,” said Andrew Wyant, CEO of ISSA. “In addition to his decade of experience, he shows true passion for championing key initiatives and educating non-technical stakeholders. This collaboration is integral for the success of our organization. He is an exceptional addition to ISSA.”

Brown will drive technology infrastructure and innovation to keep up with the fast pace of growth of ISSA, as well as help plan for a stable future. He will proactively and productively collaborate across all levels and departments of the organization to strategize and deliver technology initiatives aligned with ISSA’s business initiatives.

Brown holds a Bachelor of Science degree in Hotel, Restaurant & Institutional Management from the Pennsylvania State University. He also holds numerous technology certifications including Agile SCRUM Fundamentals, Certified Scrum Master, Object Oriented Programming, and a Design for Six Sigma Greenbelt.

He is currently an active member of the Arizona Society for Information Management, Arizona Desert Innovation Council, AZ Tech Council and the HMG Strategy Phoenix Advisory Board.

For more information on ISSA, visit [issaonline.com](http://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 30 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. To date we have 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.