



## Thunderbird School of Global Management's new website receives "Best in Class" honors from Interactive Media Awards

(GLENDALE, Ariz.) February 15, 2013 – Thunderbird School of Global Management, ranked #1 in the world for "International Business", partnered with the web developer [KWALL Interactive Solutions](#) to design a new website that is now award-winning. [Thunderbird's website](#) took "Best in Class" in the college category of the 2012 Interactive Media Awards™ (IMA).

The [Interactive Media Awards™](#) recognize the highest standards of excellence in website design and development and honor individuals and organizations for their outstanding achievements.

Thunderbird's website ([www.thunderbird.edu](http://www.thunderbird.edu)) received exceptional marks, scoring 485 points out of a possible 500. Points were given in the areas of: design, content, feature functionality, usability, and standards compliance and cross-browser compatibility.

"The Thunderbird website is our largest outbound marketing tool, and the user experience online needed to match the caliber of the educational experience delivered at Thunderbird," said Kelly Santina, Senior Director of Digital Marketing for Thunderbird School of Global Management. "Having a partner like KWALL was critical to this effort, with the size of the website, upgrade to technology and user experience we were determined to deliver. KWALL brought the best and brightest and was the perfect partner for this project."

The new Thunderbird School of Global Management website was built on a Drupal platform and took the team about six months to plan and execute. The website has more than 1,500 pages which are organized in a hub and spoke model. This model allows for the main website to address a prospective student and client audience, while the spokes give other institutional constituencies direct access to content and multi-media that match their distinct needs.

"Working with the Thunderbird team was a great experience. From the very beginning their vision for the new site was in line with ours," said Kevin Wall, CEO of KWALL Interactive Solutions. "It was important to us that the new site engage each visitor with a uniquely rich experience and that it streamline internal processes for the Thunderbird staff. I believe we succeeded in each of these areas and more."

The IMA received more than 4,800 entries in 2012, originating from 45 countries around the world.

### **MEDIA CONTACT:**

Virginia Mungovan  
Public Relations Specialist  
Thunderbird School of Global Management  
(602)978-7081  
[virginia.mungovan@thunderbird.edu](mailto:virginia.mungovan@thunderbird.edu)

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***About Thunderbird School of Global Management***

Thunderbird is the world's No.1-ranked school of international business with more than 65 years of experience in developing leaders with the global mindset, business skills and social responsibility necessary to create real, sustainable value for their organizations, communities and the world. Dedicated to preparing students to be global leaders and committed global citizens, Thunderbird was the first graduate business school to adopt a Professional Oath of Honor. Thunderbird's global network of alumni numbers 40,000 graduates in 147 nations worldwide. The school is sought out by graduate students, working professionals and companies seeking to gain the skills necessary for success in today's global economy. ([www.thunderbird.edu](http://www.thunderbird.edu))

***About KWALL***

KWALL is a leading web development and technology company based in Newport Beach, California, Phoenix, Arizona and Dallas, Texas. The company's team of talented and educated technology experts provides high quality Content Management System based websites and web applications that keep you in control of your features on the site. KWALL specializes in Drupal web development that showcases your product as it was meant to be seen. ([www.kwallcompany.com](http://www.kwallcompany.com))