WRXgo, an emerging leader in experiential learning solutions for higher education

WRXgo is focused on advancing experiential learning in higher education, helping colleges and universities explore new opportunities to engage students through meaningful, real-world learning experiences. Founded by Brad Weisman.





Scottsdale, Arizona Nov 9, 2026 (Issuewire.com) - WRXgo https://www.wrxgo.com/ Announces Appointment of Howard Kaufman as CEO and Stacy Najim as VP of Creative

Experienced corporate leadership and creative talent join forces to accelerate WRXgo's mission to transform experiential learning for colleges and universities across the United States and globally.

WRXgo, an emerging leader in experiential learning solutions for higher education, today announced two significant additions to its leadership team: Howard Kaufman as Chief Executive Officer (CEO) and Stacy Najim as Vice President of Creative.

"Howard's executive leadership experience will only guide execution as we lead in the experiential

learning category for colleges all over the US and globally," said Brad Weisman, Founder of WRXgo. "This is all coupled with seasoned creative direction from Stacy. I am so excited as things are coming together from a few years of hard work to move this forward and change the university landscape."

The appointments represent an important milestone in WRXgo's continued growth and commitment to redefining how colleges and universities deliver experiential learning opportunities. With Howard's extensive executive leadership experience and Stacy's extensive background in creative strategy, user experience, and digital design, WRXgo is strengthening its leadership foundation as it prepares for its next phase of growth.

Howard brings an impressive track record of corporate leadership and business development, having held executive roles with some of the most recognized brands, including Time Warner, PetSmart, and The Home Depot.

As CEO, Howard will lead the company's strategic direction to bring innovative experiential learning solutions to colleges and universities nationwide and internationally.

WRXgo also announced the appointment of Stacy Najim as Vice President of Creative, bringing more than 20 years of experience in interface design, usability, brand development, and art direction.

Stacy previously held leadership positions at PetSmart, where she contributed to interaction design and brand creative initiatives. Najim combines the perspective of a visual artist with the strategic thinking of an experienced creative leader. Her collaborative approach and hands-on expertise in Figma and Adobe Creative Cloud will help shape WRXgo's brand identity, digital experiences, and creative direction as the company expands its reach.

A New Chapter for WRXgo

Weisman believes the addition of Howard and Stacy marks a defining moment for the company, bringing together the executive experience and creative vision needed to advance WRXgo's long-term mission.

With Howard leading the company's strategic and operational growth and Najim overseeing its creative direction, WRXgo is entering an exciting new chapter focused on bringing its vision for the future of experiential learning to life.

About WRXgo

WRXgo is focused on advancing experiential learning in higher education, helping colleges and universities explore new opportunities to engage students through meaningful, real-world learning experiences. Founded by Brad Weisman, WRXgo is building toward a new approach to the university landscape, with a vision to serve institutions across the United States and around the world.

For more information, visit www.WRXGO.com.

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