

California Intercontinental University takes flight into a new era with rebrand as Crestmont University

The new identity reflects a bold vision for accessible, career-driven higher education designed for professionals ready to go further.

IRVINE, CA, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- August 17th, 2026 - California Intercontinental University (CIU), an accredited institution with more than three decades of experience in online higher education, today announced its official rebrand to [Crestmont University](#), marking the beginning of a new chapter focused on empowering working professionals, emerging leaders, and entrepreneurs across the globe.

The transformation reflects the institution's evolution from a pioneering distance education university into a modern, career-focused university built for the realities of today's economy and tomorrow's workforce.

Founded on a legacy of innovation that traces back to global education initiatives launched in 1996, [Crestmont University](#) has consistently embraced forward-thinking approaches to online learning, institutional effectiveness, and student success. Over the years, the university has expanded its academic reach, earned DEAC accreditation, secured Title IV approval, achieved ACBSP programmatic accreditation for business programs, and built a fully remote-first operational model designed to serve students wherever they are in life and work.

"At Crestmont University, we believe talent is universal, but opportunity is not," said university President, Dr. Richard Madrigal. "Talent doesn't sort itself by zip code. It doesn't concentrate in families with the right connections or the right savings accounts. It shows up everywhere: in first-



generation households, in overlooked communities, and in professionals who built careers through discipline, intelligence, and resilience long before anyone offered them a credential to prove it.” He added that, “Crestmont University was built for that person. Not as a lesser alternative, but as the institution that recognizes what was already there and provides the structure, credentials, confidence, and community to help professionals advance further in their careers and lives.”

The rebrand comes at a time when higher education is rapidly evolving to meet the needs of adult learners, career changers, and professionals seeking flexible pathways to advancement. Crestmont University positions itself at the intersection of academic quality, accessibility, and professional relevance.

Crestmont University offers a portfolio of fully online associate, bachelor’s, master’s, and doctoral degree programs designed specifically for working professionals seeking to elevate their careers without putting their lives on hold. The university’s academic offerings span business administration, healthcare management, information technology, organizational leadership, and related professional disciplines. Supported by experienced faculty with both academic and industry expertise, Crestmont combines rigorous, outcomes-focused education with personalized support and flexible online delivery. The institution maintains institutional accreditation through the Distance Education Accrediting Commission (DEAC) and holds ACBSP accreditation for its business programs, reinforcing its commitment to academic excellence, continuous improvement, and career-relevant education for professionals ready to take the next step in their personal and professional journeys.

According to David Rodriguez, Chief Operations Officer, the university’s new mission reflects that commitment: “Crestmont University offers relevant, in-demand, accredited online programs designed to enhance each student’s professional career. Crestmont is committed to equip the next generation of professionals, leaders, and entrepreneurs with the confidence, qualifications, and competence to succeed in the global community and economy.”

The new Crestmont University brand reflects themes of upward movement, momentum, and achievement values deeply aligned with the aspirations of its student community. While the institution’s name and identity evolve, its core purpose remains unchanged: expanding access to high-quality education for ambitious professionals around the world.

As Crestmont University enters this new era, the institution remains committed to innovation, flexibility, student outcomes, and the belief that higher education should recognize potential wherever it exists.

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