

Media Advisory

For Immediate Release:

SIIA Contact: John Crosby, VP Communications, 202.289.7442, jcrosby@siiia.net
PR Contact: Sandy Fash, C. Blohm & Associates, Inc., 608.839.9800, sandy@cblohm.com

SIIA Education Division Announces New Board of Directors for 2010

Washington, D.C. (Nov. 3, 2009) – The Software & Information Industry Association (SIIA) today announced its new Education Division Board of Directors. These newly elected and appointed executives from SIIA member companies will help provide the education technology industry with leadership, advocacy and critical market information in the crucial months and years ahead.

In addition, these individuals will come together to represent more than 150 SIIA Education Division member firms that provide software, digital content and other technologies for educational needs. Recently, eight executives have been elected to serve two-year terms and six representatives have been appointed to serve one-year terms. As members of the Education Board of Directors, all of the newly elected executives will develop and prioritize the Division's initiatives and determine the projects, activities and events to be imminently undertaken.

Newly elected board members serving two-year terms are:

- Ellen Bialo, President, Interactive Educational Systems Design, Inc.
- Todd Brekhus, President, Capstone Digital
- Meg Fisher, Senior Manager, Digital Content, Apple, Inc
- Scott Kirkpatrick, Executive Vice President, Houghton Mifflin Harcourt
- Janet Matricciani, SVP, Corporate Development, K12 Inc.
- Carmi Paris, Vice President of Corporate Development, Spectrum K12
- David Samuelson, President, Global Schools, Pearson
- Mark Tullis, VP Strategic Relations, Learning.com

Board members appointed to one-year terms include:

- Mark Hammer, VP Marketing, Compass Learning
- Robert Iskander, Founder and CEO, VIP Tone, Inc
- Liz Riley-Young, Manager, Product Management, SAS
- Farimah Schuerman, Managing Partner, Academic Business Advisors, LLC
- Deborah Joy Smith, Chief Development Officer, Florida Virtual School
- Pat Walkington, President, Pat Walkington Sales and Marketing

Serving one more year of their elected two-year terms are:

- George Cigale, Founder & Chief Executive Officer, Tutor.com
- Eileen Lento, SLED Strategist, Intel
- Bridget Foster, Consultant
- Jeffrey Schultz, VP, Higher Education, The McGraw-Hill Companies
- Duncan Young, VP, Scholastic Education Services, Scholastic, Inc
- Steve Siegel, VP eContent Markets, TSIG, Follett Digital Resources

"The strength of the SIIA Education Division is in our membership, and it's most apparent in the strength of our Board of Directors," noted Ken Wasch, SIIA President. "The commitment made by these leaders in the education technology industry allows SIIA to draw more companies into our community and grow in our influence on the education market and the broader technology sector."

Karen Billings, SIIA Education Division Vice President, added: "The quality of executives and leaders in the education technology industry is unmatched, and we are proud to reflect that quality in the people serving on our Board of Directors. They provide industry perspective, serve as the voice for our member companies, and help SIIA to advance the growth of technology as a driver in the education of people of all ages."

About SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industries. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. For further information, visit: www.sii.net.

About SIIA Education Division

SIIA's Education Division serves and represents more than 150 member companies that provide software, digital content and other technologies that address educational needs. The division shapes and supports the industry by providing leadership, advocacy, business development opportunities and critical market information. SIIA provides a neutral business forum for its members to understand business models, technological advancements, market trends, and best practices. With the leadership of the Division Board and collaborative efforts with educators and other stakeholders, the division undertakes initiatives to enhance the use of educational technology and the overall success of SIIA members.

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