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SIIA Education Division News
For Immediate Release:
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SIIA Education Division Announces Postsecondary Sector Board Members for 2010

Washington, D.C. (April 1, 2010) – The Education Division of the Software & Information Industry Association (SIIA) today announced the formation of a new board of directors that will focus on the unique issues of the postsecondary sector. The newly appointed executives from eight SIIA member companies will provide leadership and market expertise in developing and prioritizing SIIA's higher education industry initiatives.

Board members appointed for 2010 include:

- José Cabrera, VP Business Development and Marketing, CampusCruiser
- Kathy Clark, CEO, Smarthinking, Inc.
- Jessica Finnefrock, SVP Product Development, Blackboard Inc.
- Gary June, CMO, Pearson Education
- Michael King, VP, IBM Global Education Industry
- Jim Kourmadas, VP, Strategic Marketing, McGraw-Hill Higher Education
- Lou Pugliese, Executive Chairman, eThority
- Farimah Schuerman, Managing Partner, Academic Business Advisors

"Our membership brings quality leadership to the postsecondary education market, and we are proud to have such exceptional people serving on our Postsecondary Sector Board of Directors," said Karen Billings, Vice President of the SIIA Education Division. "I'm proud to announce these executives of our new board, and I look forward to the innovation and expertise they will bring to future initiatives within the postsecondary education industry."

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.siia.net.

About the 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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