Software & Information Industry Association
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Media Advisory

For Immediate Release:
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Speakers Announced for 2010 Ed Tech Business Forum

Conference to explore new business models for ed tech companies

Washington, D.C. (Oct. 19, 2010) – Industry leaders from key ed tech organizations will address the evolution of business models in the education technology industry at the 10th annual Ed Tech Business Forum, hosted by the Software & Information Industry Association (SIIA), Nov. 29-30 in New York City.

The theme for the Forum is "Re-Inventing Business Models" – a particularly relevant topic in a rapidly changing education ecosystem. In addition, the program will focus on the economic landscape for companies looking at financing options now, as well as future growth opportunities.

Featured on the schedule is a keynote address by **Harold Levy, managing director of Palm Ventures.** Mr. Levy concentrates on investments in education, regulated industries and allied fields. He was previously Executive Vice President and General Counsel of Kaplan, Inc. where he started Kaplan University's online School of Education. From 2000-2002, Levy was New York City Schools' Chancellor under Mayors Giuliani and Bloomberg. He started the much emulated Teaching Fellows Program for career changers, led a school system of 1.1 million children during the 9/11 attack and its aftermath, and presided over the largest one-year rise in math scores ever. Education Secretary Duncan recently appointed Mr. Levy as a member of the Committee on Measures of Student Success.

Other speakers slated to present include:

- James Behnke, Chief Learning Officer, PNA, Pearson Education
- George Cigale, Founder and CEO, Tutor.com
- Kevin Custer, Founding Principal, Arc Capital Development
- Mark Hammer, Vice President, Digital Markets, Houghton Mifflin Harcourt
- Hendrik Kranenburg, Group President for Higher Education, McGraw-Hill Education
- Emily Sawtell, Senior Director of Innovations, McGraw-Hill Companies
- Andy Van Schaack, Assistant Professor of the Practice, Vanderbilt University
- Mitchell Weisburgh, Managing Partner, Academic Business Advisors, LLC
- Randy Wilhelm, CEO, netTrekker

The SIIA Ed Tech Business Forum is the leading business and finance conference for the K-12 and postsecondary education markets. In addition to the keynote address and panel sessions, the Forum will include:

- A special **Speed Networking** event, where participants can quickly get to know other participants.
- **Innovation Incubator Presentations and Showcase**, where a crop of new-to-market products will be demonstrated and participants will network with leaders of emerging ed tech companies or developers of ground-breaking products.
- **One-to-One Business Connections**, where ed tech company executives seeking growth opportunities can have intimate conversations with key investors and potential partners.

For more information about the 2010 SIIA Ed Tech Business Forum, details regarding the Innovation Incubators program, or to register to attend, visit: www.edtechbusinessforum.net.

Media and bloggers interested in attending the conference should complete the press credentials request form, or contact John Crosby at 202.789.4469 or jcrosby@siia.net.

About SIIA

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

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