Software & Information Industry Association
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Media Advisory

For Immediate Release:
SIIA Communications Contact: John Crosby, 202.789.4469, *jcrosby@siia.net*
PR Contact: Brittany Dorfner, C. Blohm & Associates, 608.839.9800, *brittany@cblohm.com*

SIIA Education Division Announces New Board of Directors for 2011

Members to provide leadership, advocacy and critical market information to ed tech industry

Washington, D.C. (Nov. 10, 2010) – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, 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.

Additionally, 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. Eight executives were elected to serve two-year terms, while six representatives have been appointed to serve one-year terms. As members of the SIIA Education Division Board of Directors, all the newly elected executives will develop and prioritize the Division's initiatives and determine the projects, activities and events to be imminently undertaken.

Karen Billings, SIIA Education Division Vice President, hailed the diverse mix of corporate interests on the newly-organized board. "We believe in growing SIIA to represent the depth and breadth of the education technology industry, and our board reflects the direction we are taking to achieve that goal. I am looking forward to working with these individuals to advance the industry's common concerns," said Billings.

Newly elected board members serving two-year terms are:

- Frank Catalano, Principal, Intrinsic Strategy
- Mimi Jett, General Manager, netTrekker
- Eileen Lento, Government and Education Strategist, Intel
- Farimah Schuerman, Managing Partner, Academic Business Advisors, LLC
- Steve Siegel, VP, Strategic Planning and Partnerships, Follett Software Company
- Deborah Joy Smith, Chief Development Officer, Florida Virtual School
- Iwan Streichenberger, President, Learner Response Systems and Assessment Division, Promethean
- Bruce Wilcox, VP of Blended Learning, ClassLink

Board members appointed to one-year terms include:

- Eric Cantor, SVP, College Readiness, College Board
- George Cigale, Founder and CEO, Tutor.com
- Bruce Friend, Director, SAS Curriculum Pathways, SAS Institute Education Group
- Robert Iskander, Chairman and CEO, EduTone Corporation
- Vineet Madan, VP, Learning Ecosystems, McGraw-Hill Education
- Jeffrey Mathews, VP, Corporate Strategy, Business Development, Scholastic, Inc.

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

- Ellen Bialo, President, Interactive Educational Systems Design, Inc.
- Todd Brekhus, President, Capstone Digital
- Meg Fisher, Group Manager, Education Content, Apple, Inc.
- Jim O'Neill, SVP, Portfolio Management, Houghton Mifflin Harcourt Publishing Company
- Carmi Paris, SVP Corporate Development and Channels, Spectrum K12
- David Samuelson, EVP, Director of Games and Augmented Reality, Pearson
- Mark Tullis, VP Strategic Relations, Learning.com

Ken Wasch, SIIA President, noted, "Leadership in the education technology industry is critical at this point in time. The American education system is receiving attention like never before, and SIIA is committed to advancing the use of technology to enhance teacher-student collaboration and improve the learning experience. It's a national priority, and we want to be a part of the solution. The people who are committed to service on our Education Division Board exemplify this spirit."

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 to more than 500 leading software and information companies. **The SIIA 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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