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Education Division News

For Immediate Release:

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SIIA Education Division Announces Postsecondary Sector Board Members for 2011

Washington, D.C. (June 23, 2011) – The Education Division of the Software & Information Industry Association (SIIA) announces the members of its 2011 Postsecondary Sector Board of Directors. Focusing on issues unique to the postsecondary sector, these individuals come together to represent the member firms that provide software, digital content, and other technologies for educational needs in the higher education market.

The appointed executives from 16 SIIA member companies will provide leadership and market expertise in developing and prioritizing SIIA's postsecondary initiatives. Six new executives were appointed this year, while 10 representatives will continue to serve on the 2011 board. As members of the SIIA Postsecondary Sector Board of Directors, these executives will develop and prioritize postsecondary initiatives and determine the projects, activities and events to be immediately undertaken.

New board members appointed for 2011 include:

- Donald Doane, CEO, ConnectYard
- Kurt Gerdenich, Vice President, Technology Product Management, Cengage Learning
- Katie Kurtz, Vice President, Business Development, Knewton
- Liz Riley-Young, Business Manager, SAS Institute Education Group
- Jeff Shelstad, Founder and CEO, Flat World Knowledge, Inc.
- Nicholas Smith, President, Dynamic Books

Continuing board members for 2011 include:

- Jessica Finnefrock, SVP Product Development, Blackboard Inc.
- Isabella Hinds, Director, Digital Content, CaféScribe, Follett Higher Education
- Gary June, Chief Marketing Officer, Pearson Education
- Michael King, Vice President, IBM, Global Education Industry
- Jim Kourmadas, Vice President, Strategic Marketing, McGraw-Hill
- Lou Pugliese, President, Moodlerooms
- Dan Rinn, Vice President, Strategic Alliances, Turning Technologies
- Farimah Schuerman, Managing Partner, Academic Business Advisors
- Megan Stewart, Director, Worldwide Higher Education, Adobe Systems, Inc.
- Edward Walker, Ph.D., Executive Vice President, Strategy & Development, Consulting Services for Education

As the Division celebrates the incoming of its new postsecondary board members, the Board also would like to thank Kathy Clark, CEO of Smarthinking, Inc., for her service in 2010. An integral part of the Board, Clark departs in 2011 as she retires from Smarthinking after many years in the education industry.

“With this being the second year of our Postsecondary Sector Board of Directors, we are proud to have new executives from our membership take on such an important leadership role,” said Karen Billings, vice president of SIIA’s Education Division. “I’m pleased to announce our new board members, and I look forward to the ideas they develop to strengthen and benefit the postsecondary industry.”

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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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