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December 21, 2011 Wednesday 5:51 AM EST

SIIA Education Division Announces 2012 Board of Directors

WASHINGTON

The Software and Information Industry Association issued the following news release:

The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, announced new members of its Education Division Board of Directors. These newly elected and appointed executives from SIIA member companies will provide the education technology industry with critical leadership, advocacy and market information in the crucial months and years ahead.

As board members, these individuals represent more than 180 SIIA Education Division member firms that provide software, digital content and other technologies for educational needs. The new board members will help to develop the Division's initiatives and determine the projects, activities and events to be undertaken by the board.

"These new board members represent a diverse mix of corporate interests, allowing SIIA to truly delve deep into the education technology industry," said Karen Billings, SIIA Education Division vice president. "I am looking forward to working with these individuals to advance the industry's common concerns."

Eight executives were elected to serve two-year terms, while five representatives have been appointed to serve one-year terms.

Newly elected board members serving two-year terms:

- * Lisa Barnett, Chief Operating Officer, Atomic Learning, Inc.
- * John Bower, Founder and Chief Executive Officer, uBoost
- * Adam Hall, President, SkillsTutor, Houghton Mifflin Harcourt
- * Robert Iskander, Chief Executive Officer & Founder, EduTone
- * Vineet Madan, Senior Vice President, New Ventures and Strategic Services, McGraw-Hill Education
- * David Samuelson, Executive VP, Director Of Games & Augmented Reality, Pearson
- * Jessie Woolley-Wilson, President and Chief Executive Officer, DreamBox Learning, Inc.
- * Johann Zimmern, Marketing Manager, WW K12 Education, Adobe Systems

Board members appointed to one-year terms:

- * George Cigale, Founder & Chief Executive Officer, tutor.com
- * Beau Clark, Senior Director, eLearning, The College Board
- * Jeffrey Mathews, VP, Corporate Strategy, Business Development & Investor Relations, Scholastic
- * Jeff Shelstad, Founder and Chief Executive Officer, Flat World Knowledge
- * Thomas Squeo, Chief Information Officer, Measured Progress

Board members serving one more year of their elected two-year terms:

- * Frank Catalano, Principal, Intrinsic Strategy
- * Diana Gowen, Alliance Manager, Education Programs, Intel Corporation
- * Mimi Jett, Vice President, Business Development, Avant Assessment
- * Farimah Schuerman, Managing Partner, Academic Business Advisors, LLC
- * Steve Siegel, Vice President, Strategic Planning and Partnerships, Follett Software Company
- * Deborah Joy Smith, Consultant, DSJ Consulting
- * Iwan Streichenberger, President of LRS & Assessment (LRSA) Division, Promethean
- * Bruce Wilcox, Director, Education Technology, Carolina Science Online

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