

CLIENT CONFIDENTIAL

CLIENT CONTACT INFORMATION – CONFIDENTIAL

VICE PRESIDENT, STRATEGIC PARTNERSHIPS – EDUCATION INDUSTRY

PROVEN LEADERSHIP IN GOVERNMENTAL AFFAIRS, BUSINESS DEVELOPMENT & STRATEGIC PARTNERSHIPS

Performance-driven, disciplined leader with a 20+-year track record in delivering results in the education sector; possesses deep understanding of how the education sector operates, leveraging earlier background in multi-faceted operational and teaching roles, including Board/Committee Member, Superintendent, Principal and Teacher, including 4 years as the Executive Director and Regional Vice President for a national online charter school network. Additional key competencies include:

Strategic Education Initiatives | Large District Relationship Management | Legislation Appropriations & Lobbying
Complex Partnership Negotiations | Customer Renewals and Retention | Account Management
In-depth Customer Lifecycle Process Analysis | New Program Development | Development of High Performance Teams

Leadership Impact

Vice President of Education and Strategic Partnerships, **CONFIDENTIAL**

20XX – Present

Provides of K-12 solutions to support districts as they transition to digital content and build students' digital literacy; currently works with 2,500 districts, serving 5.6 million students across more than 20 countries.

Initially brought in to restructure operations and lead Professional Development (Education), Implementation and Customer Success. Concurrently asked to take on interim sales leadership role (2014). Asked to head up and lead Education Initiatives and Strategic Partnerships in 2014, which included governmental affairs, large district relationship management and state-level business development efforts. At peak, oversaw 5 direct reports, their staff and a > \$2M operating budget.

- ▶ **Tapped by the CEO to build and lead an Executive Sponsor Program in 2013** with a focus on pure relationship building and retention of **the company's 20 largest Texas-based and National** revenue-producing accounts generating 90.12% and 43.27% of the company's annual revenue respectively.

- Deployed “white glove” program within 3 months, leading a team in providing dedicated issue resolution to ensure customer success and subsequent renewal.

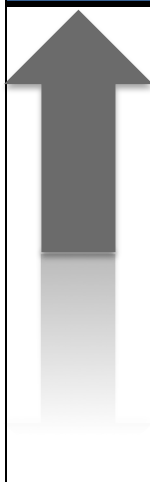
- Aggregately salvaged ~\$3.5M in revenue by retaining red-flagged, at-risk accounts. Key wins include:

- Salvaged largest customer, a \$3M Houston-based account. Led team from Content Development in re-provisioning product content and learning modules to align with state-level standards, core skills and project-based modality before school commenced in the fall.
- Rescued a multi-year statewide Online Safety program in Ohio serving over 170 districts.

- Retained at-risk Paterson Public Schools account by crafting and negotiating a three-year progressive contract in response to client's needs for avoiding an immediate budget crisis.

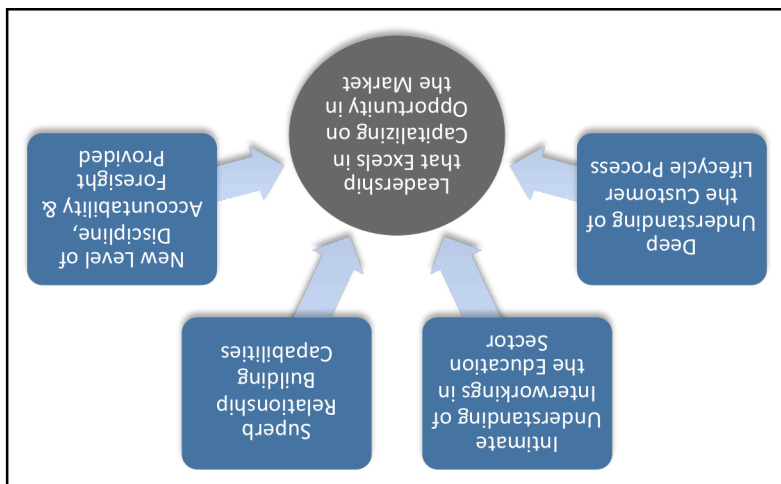
- ▶ **Asked by the CEO to build Strategic Partnerships, Governmental Affairs and Business Development in 2014.** Led team in building out strategic partnership program.

Drove revenue growth and account retention to new levels. Achieved through new program development and disciplined leadership in strategic partnerships, governmental affairs and business development, resulting in:



- ▶ **Achieved a 96% company-wide renewal rate** by probing deeper to understand and address bottlenecks impacting the customer renewal process.
- ▶ **Increased account upload rate to >96%.** Achieved by leading operational transformation and inciting new level of value to the customer.
- ▶ **Secured >\$4.5M in 2.5 years** by leading strategic partnership and governmental affairs initiatives.
- ▶ **Salvaged an estimated \$>3M in at-risk revenue** by deploying and leading Executive Sponsor Program.

- ▶ **Succeeded in building momentum to fund data literacy programs** in schools throughout Florida, South Carolina, North Carolina and Ohio. Navigated and negotiated complex partnership agreements, resulting in:
 - Secured \$3.2M in legislative appropriation for the CONFIDENTIAL Florida Rural Consortia Program (FRCP) “Go Digital” Pilot, deployed across 30 school districts; in its 4th year running.
 - Captured \$1.3M in legislative appropriation for the CONFIDENTIAL Palmetto Digital Literacy Program for low SES South Carolina school districts. Partnered with South Carolina Education Oversight Committee and Department of Education to form the Palmetto Digital Literacy Program.
 - Poised company for \$7M in upside potential in 2017. Currently working with the Department of Education in laying the groundwork for additional programs in Ohio, South Carolina and Florida.
- ▶ **Launched and facilitated quarterly Customer Advisory Boards (CABs)** to elevate insights on customer needs and market intelligence, influencing company-wide decisions in response to industry trends, business priorities and market direction.
- ▶ **Substantial contributor in 37% EBITDA improvement for FY14.**
 - Upon joining in 2012, immediately addressed issues impacting the renewal business and potential for growth.
 - Established the company’s first KPIs, driving a new level of data-centric leadership. Upgraded talent within first 3 months. Drove new level of clarity, functionality, operational discipline and engagement across the organization.
 - Strengthened value offered by improving Professional Development services quality. Overhauled programming in response to negative customer feedback. Instituted KPIs to improve training performance, quality and accountability.
 - Led decision to outsource the Professional Development function in 2013, reducing cost per unit from \$1,400 to \$900 while concurrently improving quality of services. Created online certification programs; ensured all trainers certified.
 - Realigned responsibilities across Sales, Implementation and Customer Support to eliminate bottlenecks in service delivery and content upload. Newly clarified organizational model enabled company to scale to seasonal demands.
- ▶ **Made President’s Club – booking sales of \$11.2M on a target of \$7.8M in FY15** as the 2014 Interim Manager of a 5+-rep Texas-based sales team. Elevated team’s performance by providing new level of direction, accountability and 1:1 mentoring, turning around an underperforming sales team in <1 year.



Owner | Executive Director, Idaho Education Network, CONFIDENTIAL (A consultancy)

20XX – 20XX

Cultivated relationships to facilitate collaboration among key state and private industry stakeholders in strategic planning process of a statewide broadband infrastructure upon which synchronous, asynchronous and blended instruction were delivered to school districts and colleges.

- ▶ Gubernatorial Appointment by XXX Governor XXXXX.

Regional Vice President | Executive Director, CONFIDENTIAL SCHOOLS (An online charter school network)

20XX – 20XX

Led operational oversight of 7 accredited, statewide, diploma-granting, online charter schools generating >\$21M in revenue, with a focus on enrollment, cost containment and customer service.

- ▶ Collaborated in preparing for and negotiating multi-year Master Service Agreement (MSA) contracts of >\$15M in revenue.
- ▶ Served on Students Come First Technology Task Force (XXXX Appointment, 20XX-20XX), and on the XXXXX University, College of Education Advancement Committee (20XX-20XX; Chair, 20XX-20XX).

Cultivated and maintained relationships with key stakeholders, including executive and legislative leadership, and staff, foundations, State Board and Department of Education, as well as business and community associations.

- ▶ Successfully transitioned a 501(c)(3) association from a quasi-governmental bureaucracy to a service-oriented, customer-focused organization.
- ▶ Served as Secretary-Treasurer for the National School Boards Association, XXXX Region (20XX-20XX).

Earlier Engagements:

Program Manager, Division of Professional Technical Education • District Technology Coordinator and Business Teacher, XXXX School District • Gubernatorial Appointment XXXXX Council for Technology in Learning

Professional Appointments & Presentations

- ▶ Partnership for XXXXX Learning: Treasurer and Executive Board Member, Policy, Communications, and Compensation Committees and Exemplar Site Visit Team (20XX-20XX)
- ▶ Software Information Industry Association (SIIA): EITN Board of Directors, Conference Planning Committee and Workshop Facilitator (20XX-20XX)
- ▶ U.S. Secretary's Conference on Educational Technology, Washington D.C., Presentation for XXXXX (19XX)

Education

- ▶ Doctorate in Curriculum and Instruction, CONFIDENTIAL
- ▶ Masters in Business Education, University of CONFIDENTIAL
- ▶ Bachelors in Business Administration, Entrepreneurial Emphasis, CONFIDENTIAL
- ▶ Certifications – Superintendent, Administrator, 6-12 Standard Secondary