JASON ROBERT THOMPSON RICHTER Ed.D. | dr-j.me

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PROFESSIONAL EXPERIENCE BY THE NUMBERS

Revenue Generated: $700M+
Logos Won: (K12) 279 (HE) 99
- 100% retention over 10.5 years

PROFESSIONAL EXPERIENCE

Instructure Inc. 6330 South 300 East, Suite 700 – Salt Lake City, Utah 84121
January 2024 – Present
Principal Global Lead: Learning Management (Product Team)
- Contribute and lead teams that create the go-to-market strategy and product road map for all Learning Management development within Canvas branded products (Canvas, Credentials, Studio, Catalog)
- Participate on cross-functional teams that are foundational in creating the initial AI features for Instructure products, and in interviewing top customers in this process
- Co-create marketing collateral with marketing managers and align Instructure's Go-To-Market strategy with current education needs and demands
- Provide thought leadership internally and externally in order to provide the trusted partnership that Instructure is known for.

September 2022 – December 2023
Higher Education Senior Account Executive (Custom Development)
- Forged the foundation for a revamped Custom Development Services business by Instructure
- Created the first exclusive cDev pipeline and processes leveraging Salesforce, Clari, Outreach, etc.
- Created and implemented the first cDev go-to-market strategy which included:
    - Creating & conducting webinars for Sales Generated Opps
    - Strategically targeting & presenting at conferences including OLC Innovate, Educause, & CBExchange
- Redefined how cDev services can play a role in New Logo evaluations
    - Notable partnerships developed include Calbright College (CA), Keiser University (FL), and Chaffey College (CA)

May 2017 – September 2022
Higher Education Sr. Solutions Engineer
- President's Club Recipient
- Present the Canvas Learning Management System (LMS) as a product (and Instructure as a partner) to all institutional stakeholders involved at colleges and universities in the US
- Contribute to ongoing conversations about instructional design, course management, and feature development for the Canvas LMS
- Perform customer needs assessments and solution finding sessions in order to assist the implementation process
- Track progress on projects through consistent record-keeping and knowledge-sharing
- Served as the solutions engineering team's subject matter expert for how the Canvas LMS integrates with the partner vendors (ex. publishers, business intelligence tools, etc.)
- Was in charge of organizing and schedule all SE professional development throughout the Americas
- Organizing global SE professional development initiatives
    - Budget analysis & comparison for different global regions
    - Schedule presenters/trainings from across Instructure's departments in order to keep the SEs at their peak performance capability

July 2014-May 2017
K-12 Solutions Engineer
- Present the Canvas Learning Management System (LMS) as a product (and Instructure as a partner) to all institutional stakeholders involved at K-12 institutions in the US
- Contribute to ongoing conversations about instructional design, course management, and feature development for the Canvas LMS
- Perform customer needs assessments and solution finding sessions in order to assist the implementation process
- Track progress on projects through consistent record-keeping and knowledge-sharing

Tempe Union High School District, 500 West Guadalupe Road – Tempe, AZ 85283
July 2013-July 2014
Instructional Technology Coordinator
- Taught an online US/AZ Government course

- Administrator for all online education classes taught by TUHSD instructors

- Interviewed and hired online instructors

- Oversight of district-wide LMS evaluation & implementation effort

- Oversight of Canvas integration with district Student Information System (SIS)

- Trained district directors for Canvas usage by department

Technology Integration Coach
July 2012-June 2013
- Trainer for professional development workshops

- Aligned district technology integration goals with Common Core Standards

- Facilitated relationships between all campus administrators and the district office for the purpose of professional development

- Piloted an online US/AZ Government course through Canvas (LMS)

- Assisted in proposal for infrastructural upgrades to campuses and the district office

Williams Field High School, Gilbert, AZ
July 2008-May 2012
Social Studies Teacher
- Taught Advanced Placement Government & Politics, Advanced Placement Macroeconomics, United States/Arizona Government, & Economics

- Served on the school's leadership council

- Served on Higley Unified School District's technology committee

- Piloted iPad initiative for Williams Field High School with a classroom set of iPads for daily use

- Conducted workshops for district education technology training

- Lead the writing of school specific common level assessments for United States/Arizona History, Economics, and United States/Arizona Government

- Served as the school liaison to write the district benchmark assessment for Government and Economics classes

- Sponsored National Honor Society

- Sponsored the Tamarindo Club, which worked to raise awareness and fundraise for a charity directed at a small town in El Salvador

Basha High School, Chandler, AZ
October 2005 – June 2008
Social Studies Teacher/Head Swim and Dive Coach
- Taught US/AZ History, United States/Arizona Government & piloted Current Events course

- Sponsored Key Club International

- Head Coach of Swim and Dive team

- Assisted in writing common level assessments for United States/Arizona History, as well as United States/Arizona Government

- Assisted in textbook adoption for new Government and US History books

EDUCATION

Northern Arizona University, Flagstaff, AZ
Doctor of Education, Education Leadership, May 2017

George Washington University, Washington D.C.
Master's of Arts in Education and Human Development, May 2013

Arizona State University, Tempe, AZ
Bachelor of Arts in Secondary Education: Social Studies, December 2004

Honors: Dean's List during ASU undergraduate studies
Acceptance into Phi Kappa Phi Honor Society for Doctoral program
Completed Ed.D. program with a cumulative 4.0 GPA

CERTIFICATES CURRENTLY HELD

Certificate of Superintendency from Northern Arizona University

CERTIFICATES PREVIOUSLY HELD

- State of Arizona Standard Teaching Certificate For Secondary Education
- Social Studies
- Structured English Immersion
- Economics
- US Government

PRESENTATIONS, PUBLICATIONS, & PROJECTS

- 2023: [Customizing a CBE Vision At Scale (CBExchange)](#)

- 2022: [Presented at ShapingEdu: A Report Card For technology Enhanced Learning](#)

- 2019: Presented at Educause: Making The Most of Student Data & Analytics

- 2017: Published dissertation entitled EXAMINING STUDENT AND TEACHER ATTITUDES OF EDUCATION TECHNOLOGY AND PERCEPTIONS OF EACH OTHER

- 2015: [Presenter at InstructureCon: 1:1 / BYOD Classroom Management with Canvas](#)

- 2015: [Keynote Speaker at the 2015 Alaskan Digital Academy: Meeting K12 Student Needs In The Digital Age](#)

- 2013: Assisted an Arizona State faculty member (Dr. Kathleen Hicks) in creating an introductory site for an Arizona State University Online course titled "Sun Devil Online Success (SDOS)"

- 2014: [Presenter at InstructureCon: Being an Agent of S.H.I.E.L.D. for Your K12 Teachers](#)

PROFESSIONAL REFERENCES

Jody Sailor, Senior Director of Product Strategy, Instructure Inc.
jsailor@instructure.com

Ryan Lufkin, Vice President of Product Strategy, Instructure Inc.
rlufkin@instructure.com

David Lyons, Principle Product Manager, ExamSpark
lyons@examspark.com

Jessica Awtrey, VP Sales (America), Inspera
jessica.awtrey@gmail.com

Schools I have provided consulting services to for Instructure Products (K12 & HIGHER EDUCATION)