

Joyce Whitby

EdTechKnowledgegist

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About Joyce...



I chose this e-Vitae format because I am so tired of resumes that don't tell me who the real person is...

So what is an EdTechKnowledgist?

- I began as an educator & learned technology back in the 80's ...aka The Apple IIe era.
- I remember when you needed to know Unix to get around the Internet.
- I was fascinated by WYSIWYG and then figured out how to make money at it.
- I worked for Ed Tech companies as a first as a professional development consultant, then market development executive, then sales and sales manager.
- I have launched a successful startup business and nurtured revenue growth to 10x in 4 years!
- I am married to a guru of educational social media, @tomwhitby.
- Our lives, our friends, our travels all have something to do with technology and learning.

Fun Fact: I am not the only one. There are a number of us around, who have really built this industry. Many of us believe in 'giving back' to the industry we built. I have most recently served on the Board of Directors for the Software and Information Industry Association's Education Division (SIIA)

My Background

- Born in NYC
 - Cuban American
 - Raised in Queens
 - Graduated NYC HS with Vocational Agriculture and Regents Diploma
- Began career as educator...
 - BS Elementary Education – C.W. Post College
 - MS Educational Technology – Long Island University
 - Taught Elementary Grade 3 – NYC DOE – 1 year
 - Taught Undergraduate and Graduate courses on Educational Technology - Long Island University – 10 years
 - Developed the TEAM (Telecommunications Education and Multimedia) program – Master's Degree with 75% online component in 1989





And so it began, my work at Long Island University with educational technology led me to a position with the World Institute of Computers Aided Technology (WICAT) Systems. Based in Orem Utah, this company had a proprietary Learner Management System for all academic core areas K-12. It was ahead of its time with monochrome green screens and a mini-mainframe for each school. We were pretty cool!

WICAT

1987-1989

- My role was initially as a Professional Development Consultant, but I ultimately ran PD along the East Coast and worked closely with the Product Development and Marketing teams on new product launches.
- WICAT (World Institute of Computer Aided Teaching), was ultimately acquired by Prescription Learning, which was then acquired by Jostens Learning, which then morphed into Compass Learning...more on that later.

BOCES

1989-1990

- While working at WICAT I met an intriguing teacher who was beta testing our new Middle School English product. To make a long story short, I married him! (Over 25 years and going strong!)
- Well “Mr. English” asked me to settle down, so I took a job at the local BOCES (Board of Cooperative Educational Services) in Nassau County. I ran various services at BOCES including Part 200 which was a Special Education Compliance Management System being developed by the NYS Department of Education.
- What I learned at BOCES is that I am better when I am traveling the country and working with people, rather than working at an office and watching a clock. So I took a step out on my own ... “Mr. English” concurred – happy wife, happy life.

www.nassauboces.org



DTG

1990-1993



I had never really stopped teaching Educational Technology at Long Island University. So when I decided to step out on my own I launched a desktop publishing and consulting business.

- At DTG I had a number of Ed Tech companies as clients including WICAT Systems, Plato Learning and then Apple Computer.
- My work for Apple Computer took me all over the country again as we launched the *Apple Education Early Language Connection* and other *Apple Education Solution* bundles. The momentum was so great that they hired me...

Apple Computer

1993-1996



When we came to town, educators came by the droves, and our sales teams collected purchase orders! Apple Education became a \$2B enterprise.

- My first tour with Apple was all about learning how to be a "Marketeer"!
- As Market Development Executive we supported a 14 state Sales Region with strategic marketing initiatives.
- I was part of a team that devised "road shows" that drew educators by the masses... 400-700 people per event, 20 city tours! We had great themes and designed the events from concept, to content, to execution.

www.apple.com

Apple Computer

1993-1996



I was awarded the prestigious "Golden Apple Award" in 1994 for my contributions to our amazing year.

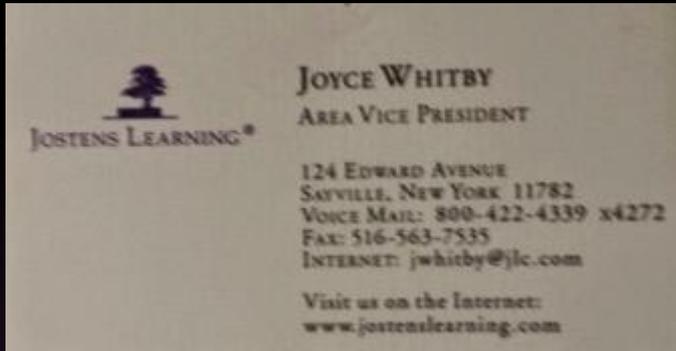
And yes...our regional goal for the NY region (that we hit) was \$79 Million Dollars!

www.apple.com



Jostens Learning

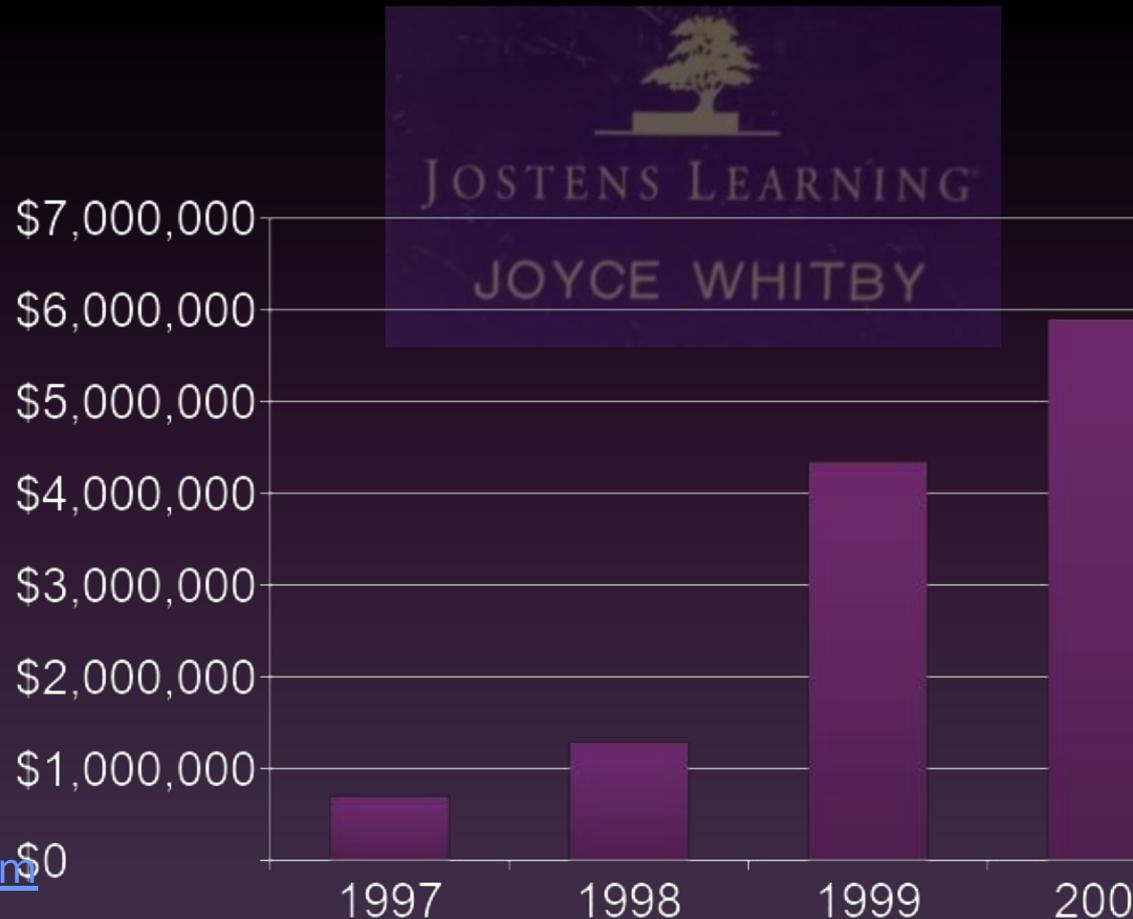
1996-2000



I was recruited by David Schaeffer, CEO of Jostens Learning to create the same field marketing machine that we were running at Apple. I was given a Vice President title, a budget (!) and the run of the country. I hired a team of "marketeers" and began pulling in educators to events on our comprehensive learning system that doubled our business.

www.jostenslearning.com

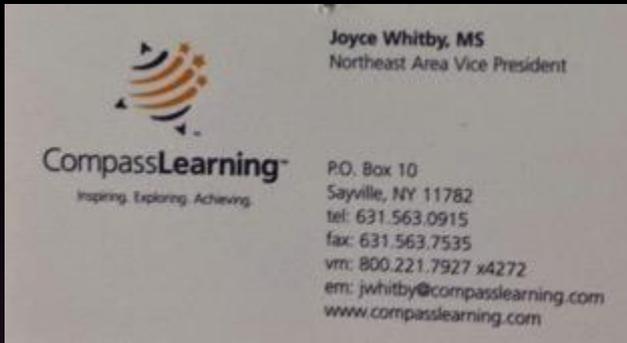
Though I started at Jostens Learning as a VP of Field Marketing, after about a year I was asked to cover the management of a sales territory vacated by a turnover in staffing. Our Northeast team was wildly successful and thus I "automagically" morphed into the Area VP of Sales!



Compass Learning

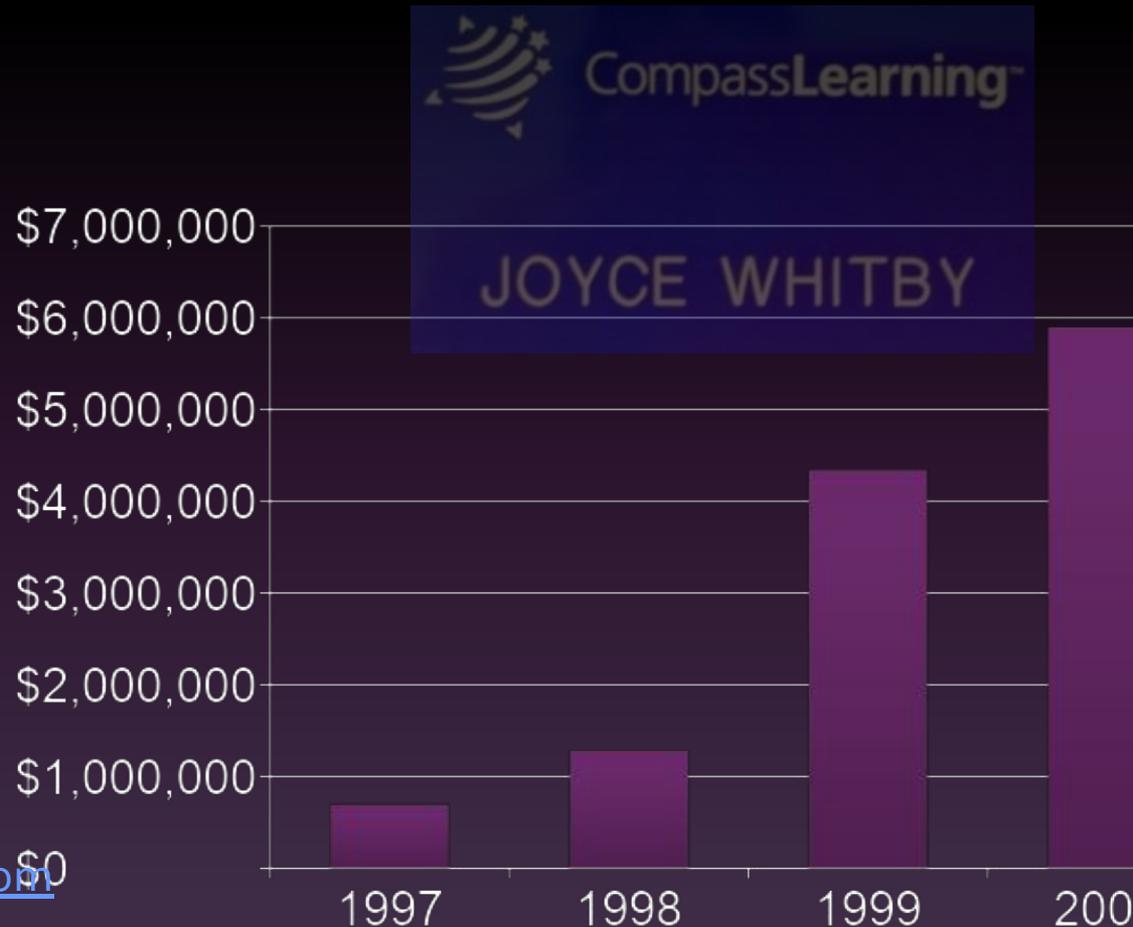
1996-2000

I was part of the team that morphed Jostens Learning into Compass Learning. A \$2.8B acquisition by WRC media in 1999 was a headline event in the Ed Tech industry that year.



I worked with one of the greatest EdTechKnowledgeist – Dr. Terry Crane. She had formerly been Global Vice President at Apple Computer, and as President of Jostens Learning taught me about how to be a sales manager, how to lead a sales organization and how to change the world.

www.compasslearning.com



Apple Computer

2000-2002

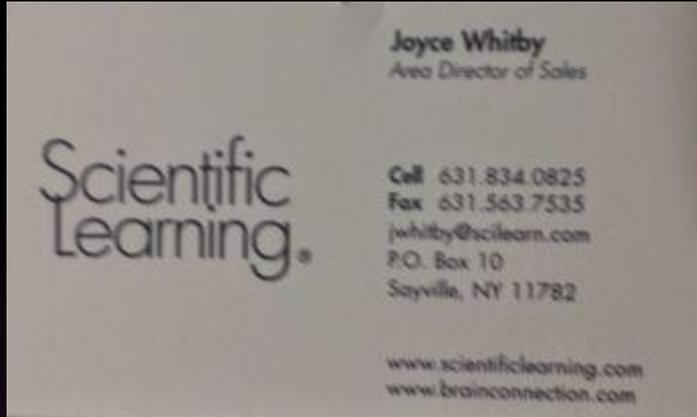
When news of my success as a sales manager got back to Apple, I was recruited back to run the single largest single state sales territory – New York State. Inclusive of the single largest school system in the world – NYC Bureau of Education which contributed over half to the \$80M quota that we were able to maintain during my tenure at Apple.



www.apple.com

Scientific Learning

2002-2007



So what's there not to love about Neuroscience and the Brain? When Glenn Chapin, National VP of Sales at Scientific Learning called me to join his team I was immediately smitten by the perfect blend of neuroscience and instructional technology.

- I was responsible for developing and managing an \$8MM sales region extending from Maine to Virginia. I managed ten direct reports including: direct sales, sales agents, and sales support representatives.
- It was here that I developed the 'Revenue Roadmap' a national model for Strategic Sales Business Planning.

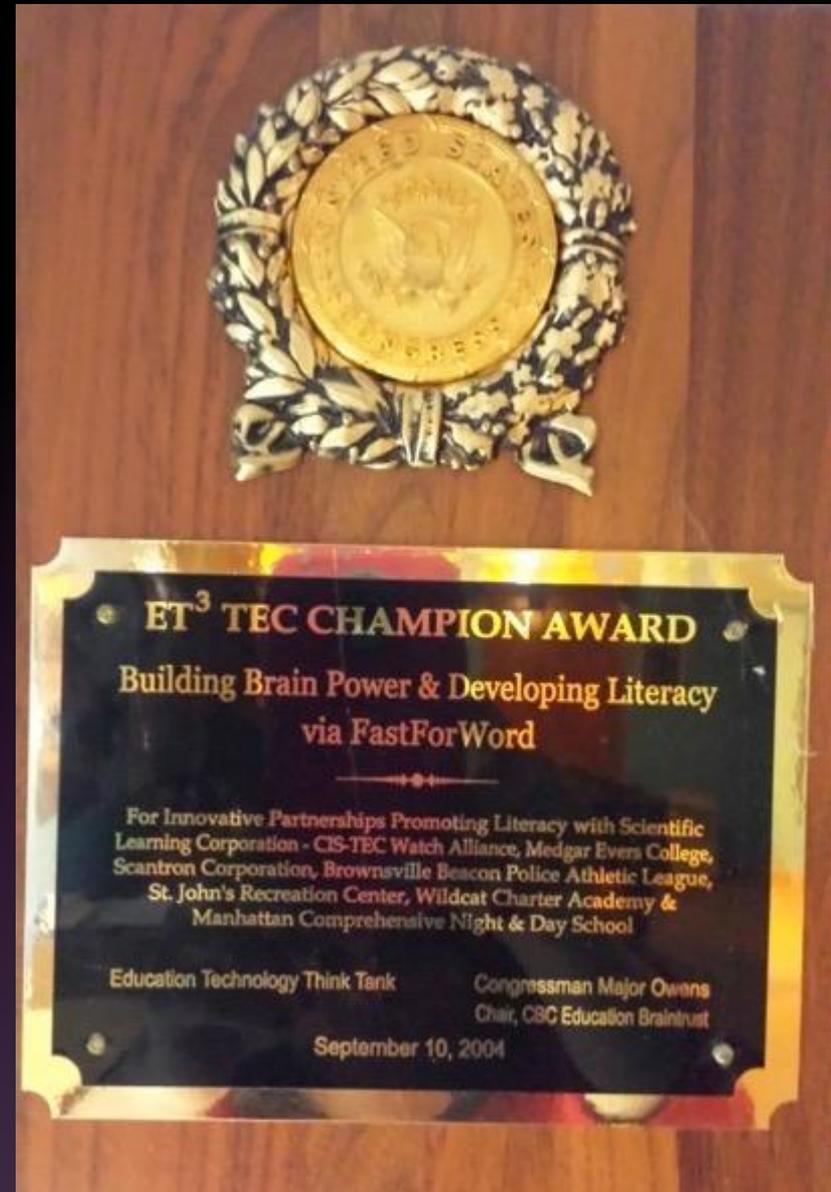


Scientific Learning

2002-2007

- I received a Congressional Award from the esteemed late Congressman Major Owens
Ed Tech Alliance's Champion Award from the Congressional Black Caucus Education BrainTrust
- I built the sales and support team that WON BIG with a multi-year contract in Philadelphia for \$10.5M resulted in increased sales to 199% of target FY 2003

www.scilearn.com



Headsprout Early Learning

2007-2008

- I received a challenge to help grow a small startup company in Seattle, and learned the hard way that there are many ups and downs of a pre-revenue venture. I loved Headsprout, loved the solution and the people. But no sooner had I gotten there than it was put on the market.
- Regardless of that I was able to acquire a NYC DOE contract and generated sales to exceed 178% of our goal – over a quarter of a million dollars in the first year.



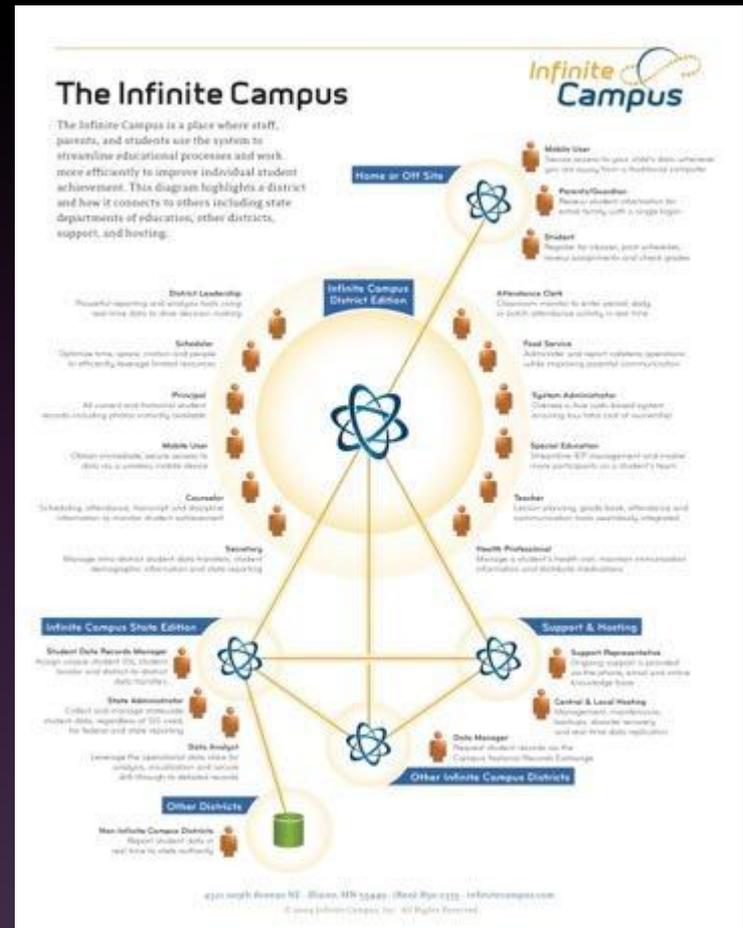
www.readingplus.com

Custom Computer Specialists Infinite Campus

2009-2010

- As Director of Sales for Custom Computer Specialists I was in charge of a 9 state \$8M region.
- We represented Infinite Campus and supported over 50 school districts.
- My role was sales and marketing, and to interface and work with support and services.

If I had read my own e-Vitae I would have known I needed to be on the road and not a cubicle. This was a great experience to confirm that, and to learn about the world of SIS. I have a greater appreciation for the world of EdTech after meeting Charlie Kratch – founder and CEO of Infinite Campus. (and original creator of 'Oregon Trail' by MECC in the 80's.)



Monarch Teaching Technologies

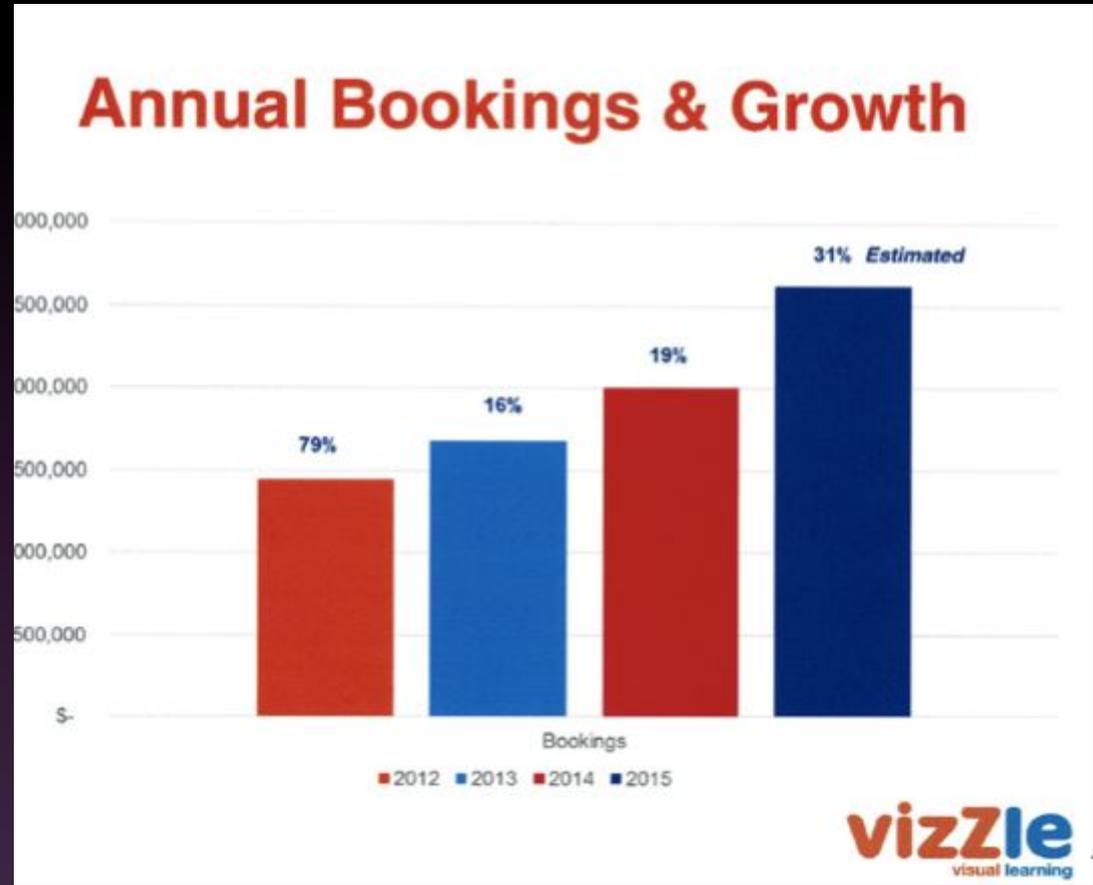
VizZle - VP Marketing and Sales

2010-2014



As National Vice President of Sales I have been an key member of the executive leadership team and helped develop and execute a national sales and marketing plan which led the company through 10x growth in our first 4 years. I managed all aspects of developing a winning sales team.

www.govizzle.com



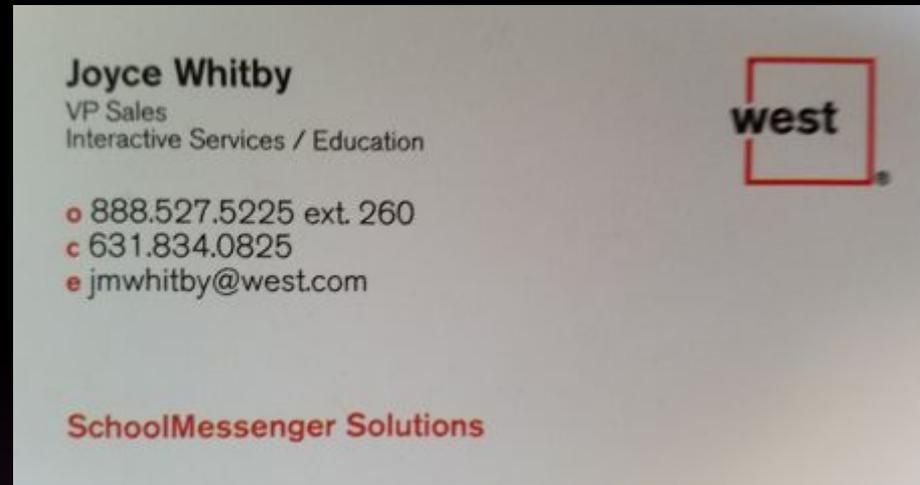
West Interactive Services SchoolMessenger

2014-2017

An amazing experience where I built a professional sales organization covering the US and Canada for a leading solution providers in K-20 serving over 63,000 schools in North America!

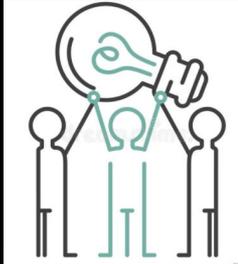
- Consistently maintained 97-98% renewal rates and 100%+ YOY on new sales.
- Manage a team of 21 executives including: field sales, solutions engineers, sales managers and business development manager.
- Managed growing teams through **four** acquisitions!
- Contributing member of a cross function Executive Leadership Team.

www.schoolmessenger.com



Joyce as Industry Expert

Innovations4Education.com



I took advantage of a great 'parachute' after the 2017 acquisition of West Corporation (SchoolMessenger) to launch my own consulting firm. Working with my husband, @tomwhitby, we coach and guide emerging and growing Ed Tech companies on their go-to-market strategies. We create targeted initiatives designed to build qualified leads, grow pipeline, and place 'RockStar' sales people in key roles to drive revenue. Check out our website for examples of the project based engagements we have done over the past ~1.5 years.



PORTFOLIOS with PURPOSE
powered by LIFT

#1 COLLECT
You are on your way to master the skills you need to reach your goals. Collect evidence to show what you can do.

#2 SELECT
No matter when or where the learning happens, Organize your artifacts by skills and learning objectives.

How does your BRAND impact \$sales?

vizzle Professional Development
vizzle Interactive Lessons
visual, fun, interactive!

Pick Your Level:

Vizzle NextGen is here.
New Look. New Features. Play Anywhere, Any Time.

Solution Selling 101...
Start with the end in mind...

Making the Most Out of Trade Shows: To Booth or Not to Booth?

A day in the life of a teacher with LIFT...

At **LIFT** our mission is to build lifelong learners by helping learners find purpose, develop self-direction, and demonstrate the skills needed to create a meaningful life.

8:00 am - Over that first cup of coffee and before the students arrive, Ms. Howard logs into **LIFT** to check in on responses from her students regarding the question she asked last night... "what local issues are you passionate about solving?"

9:00 am - During class, Ms. Howard groups learners into teams sharing common interests. She circulates to help them craft inspired action plans and curate resources in **LIFT**.

12:00 pm - As the day evolves, learners continually send evidence of progress. Through **LIFT** she gives encouraging

BEFORE: Pre-event Planning

Best practices DURING an event

Winning strategies AFTER an event

Joyce as a team leader

Over all these years and roles, one of my biggest strengths is building great teams. Though I haven't taught a class in a long time, I am still a teacher, and always will be. My class is now my sales, marketing and support teams. As I teach them about the complexities of enterprise level institutional sales. I have studied number of consultative sales techniques and am even certified in Action Selling (www.thesalesboard.com).

The bottom line is that It's all about people, it's all about relationships, it's all about making a difference in schools.



Joyce as a person

The most important thing to me in my life is my family. My wonderful husband Tom who as a retired teacher has re-invented himself (@tomwhitby), my oldest daughter Tess (left) who graduated from University of Colorado at Boulder in 2015, and my youngest daughter Marissa (with cap) who is a PhD candidate in Applied Math at Stevens Institute of Technology. Oh and then there is Louie our King Charles Cavalier Spaniel.

I love travel, I am a beach bum whenever I can and have a house on Fire Island in NY, I am a bit of a geek, I love tennis and Yoga and if I had a magic wand I would find a way to feed and educate all the children of the world.

Hope that was more informative than a flat resume... Joyce 😊

