

Deborah deVries

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Senior Educational Publishing Executive with leadership experience in direct sales, strategic sales and marketing as well as general marketing and sales management of products and services to the K-12 school market. A positive, high-energy professional who fosters an atmosphere of trust and cooperation with colleagues, clients, and staff.

PROFESSIONAL EXPERIENCE

PEARSON SCHOOL COMPANIES / Upper Saddle River, NJ **VP, National Associations and Meetings (2004 to 2009)**

Recruited to consolidate and leverage association activity, large scale company meetings, and support centralized marketing functions.

Responsibilities:

- Manage a remote team of 12; total budget of \$9.5M
- Manage 40 association relationships including exhibit, event, and select initiatives
- Co-manage the Executive Marketing Council (EMC) which was established to increase cross company communication with marketing leadership and identify points of synergy and critical issues

Accomplishments:

- Implemented a company wide reporting tool for key accounts to manage sales activities and increase sales to accounts by 9%
- Supported the development of the Hispanic Leadership Council(HLC) resulting in stronger relationships with superintendents of primarily Hispanic student population districts
- Consolidated association sponsorship and exhibit expenses of 8 separate school business units resulting in reduction in budget and more effective use of dollars spent
- Consolidated sales meeting budgets of 8 business units and managed 2 National Sales Meetings (NSM) in July, 2007 and January, 2009 including Curriculum and the Assessment and Information groups

PLATO Learning, Inc. / Bloomington, MN **Director of Sales Programs (2002-2004)**

Senior Executive retained in the acquisition of NetSchools Corporation by PLATO Learning, Inc.

Responsibilities:

- Integrated NetSchools' sales organization and all related functions into a \$95M a year publicly traded company
- Managed department to respond to RFPs, bids, grant support, and funding solutions
- Managed relationship with Apple Computer

Accomplishments:

- Initiated development of RFP/bid response and grant support department resulting in awards in excess of \$40M in bids and \$5M in grants
 - Led the team that worked successfully to respond to the Idaho Department of Education \$16.8M, 10-year statewide Student Information Management System
- Initiated development of an accountability solutions advocacy team resulting in increased sales and focus on integration of products into a total solution

NetSchools Corporation / Atlanta, GA **Executive Director of Sales (1999-2002)**

Initially recruited as the Director of Marketing Programs and later promoted to Executive Director of Sales.

Responsibilities:

- Managed marketing program staff and budget

- Managed direct sales reps, sales operations staff, and educational initiatives director

Accomplishments:

- Initiated outreach strategies for educational conferences, associations, business partnerships, and government relations functions
- Developed the sales organization territories, compensation plans, forecasting model, and reporting structure
- Participated as member of senior management team in pre- and post-acquisition discussions with PLATO Learning, Inc. specific to integration

**Independent Consultant / Minneapolis, MN
(1998-1999)**

Upon closing of the Minnesota office of The Learning Company, worked as an independent K-12 consultant for companies interested in marketing and selling products and services nationwide.

Clients included: The Learning Company, Target Corporation, Connors Communications, NetSchools Corporation, LearningStation, Inc. and Knowledge Adventure, Inc.

**The Learning Company / Minneapolis, MN
Director of Marketing (1996-1998)**

Recruited to head the new school marketing organization that was created as a result of The Learning Company's acquisition of MECC, Comptons, and SoftKey.

Responsibilities:

- Managed product marketing, marketing communications, and channel marketing
- Managed \$3.5M+ expense budget
- Supported sales organization in meeting \$21M+ sales forecast
- Developed and implemented market research strategies to include product sales to the K-12 school market, public relations, conferences/events, new business development and Internet initiatives

Accomplishments:

- The Learning Company School products were identified as the number one choice of schools nationwide in 1997 and 1998 by independent market research firms
- Integrated new company brands into school marketing plans including The Learning Company school catalog and school web site
- Identified development appropriate characteristics for successful school products
- Identified new business opportunities for The Learning Company School Division, including product and distribution channels resulting in additional revenue

MECC / Minneapolis, MN

Vice President of School Marketing and Sales (1987-1996)

Recruited as an Independent Consultant to develop and implement a telesales program.

Joined the company full-time in 1989 as a Senior Sales Representative responsible for the telesales program and key accounts. Promoted to Vice President and made officer of the company.

Responsibilities:

- Managed a staff of 30, including field sales representatives, telesales representatives, educational dealers and regional sales managers
- Managed \$3M+ expense budget
- Identified school market needs and worked with development and marketing departments to create appropriate products and programs to support sales

Accomplishments:

- Grew the school sales revenue from \$5.3M in 1989 to \$14.5M in 1996
- Developed and implemented successful and unique marketing programs and sales department in response to changing school market needs and governance of company
- Partnered with major textbook publisher in development, marketing and selling products to pursue state and district adoption and instructional materials dollars

Control Data Corporation / Edina, MN**Sales Representative (1981-1985)**

Recruited as a Marketing Support Consultant in the Academic Education Division, to analyze and document product needs in the general K-12 market. In 1984, advanced to Sales Representative with responsibility for CDC mainframe and microcomputer sales in the academic education market.

Responsibilities:

- Wrote bid specifications for courseware vendors
- Analyzed bids, selected vendors, and monitored the progress of development teams
- Coordinated development of packaging, pricing, and sales tools including training
- Managed a \$1M budget

Accomplishments:

- Exceeded sales quota by 180% in the first six months
- Packaged, negotiated and closed a highly complex \$600,000 sale to a government development agency, which linked eight school districts to a CDC mainframe with PLATO courseware

Related Professional Experiences

St. Paul Public Schools, St. Paul, Minnesota

(1978-1981) Teacher, Early Education Programs

Bureau of Education of the Handicapped, Yakima, Washington, Yakima Indian Nation,

(1977-1978) Training Coordinator, Early Education Outreach

Education

College of St. Thomas, St. Paul, Minnesota

Masters of Business Administration Program, Emphasis in Marketing

University of Utah, Salt Lake City, Utah

Masters in Education, 1976

University of Utah, Salt Lake City, Utah

B.A. in Special Education, 1974

Affiliations

- Making It Happen in Education Technology National Recognition Awards Program
 - One of three co-founders of the awards program, founded 12 years ago; Program is now part of the International Society for Technology in Education Awards Program
- The Experts' Guide to the K-12 School Market, *2002 and 2008 Edition*
 - Contributed chapter entitled, "Myths and Misperceptions of Sponsorships and Events"
- Elected to the SIIE Education Section Board of Directors for two consecutive terms, 1994-98
- Elected to the International Society of Technology in Education(ISTE) Board of Directors for term of 2007-2009
- Member of National Advisory Council for American Association of School Administrators (AASA)
- Member of Florida Educational Technology Conference (FETC) Advisory Board

References available upon request