

BRIAN C. WHITE

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**DIGITAL PUBLISHING | INSTRUCTIONAL DESIGN | SOFTWARE & TECHNOLOGY DEVELOPMENT
MEDIA & COMMUNICATION STRATEGY | PRODUCT & PROGRAM MANAGEMENT | PRODUCT EVANGELISM**

For more than 20 years, I've been involved in creating great media, education and staff development products - for government, schools, broadcasting, advertising and corporate product development organizations.

My portfolio includes innovative software and professional development content for K-12 educators in some of the largest school systems in the United States. I've designed and built online planning and classroom observation tools, produced and directed hundreds of best practice videos, and developed world-class academic publishing products.

My focus is on building products that are relevant, simple to use and designed to make life easier and richer - all the while collaborating with subject matter experts, marketing and technical teams to ensure that the overall project goals are met.

PROFESSIONAL EXPERIENCE

AIRFOIL CONSULTING | PRINCIPAL

Seattle, WA | 2014 — Present

I provide consulting services to organizations in the areas of training and curriculum product and program development, front-end UI/UX and media communication strategy. Below are two recent projects:

ENLEARN

- Managed school-based research trial of Generative Adaptive educational software platform.
- Crafted new company messaging and redesign of company website.
- Consulted on UI/UX for new education software platform elements, including gamification interactions, badging design and dashboard elements.

CITY OF SEATTLE — LIGHTING DESIGN LAB

- Strategic instructional design advisor for new trade certification training program.
- Consulted on creation of clear, measurable performance metrics to guide creation of new performance standards and the related curriculum.
- Advised on successful learning strategies for professional adults participating in mid-career training.

GENERATION READY | DIRECTOR, DIGITAL PUBLISHING

Seattle/NYC | 2012 — 2014

Generation Ready is a national provider of K-12 professional learning services and is the largest provider of professional development services for the New York City Department of Education.

- Directed all aspects of educational digital publishing product – including web, print and video.
- Led the development of 30+ published courses on Common Core implementation for both Literacy and Math, and produced and directed 50+ videos to supplement the course materials.
- Managed company asset catalog through three acquisitions, and successfully built online library of hundreds of educational materials that merged content from acquired companies.
- Led the front-end development of a new web-based learning and work management platform now in use by 200+ company consultants in major school systems throughout the USA, including the New York City Department of Education.

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EDITURE PROFESSIONAL DEVELOPMENT | CTO & VP of PRODUCTS **Seattle/NYC | 2009 — 2012**

Editure Professional Development provided online and onsite academic and technology professional development and consulting services to 5,000+ schools in 25 states. Content was tailored to enable districts and schools to effectively integrate professional development and technology in the classroom. Services and products included intensive on-site consulting, an industry-leading online professional development system, rich content, distance learning courses, and video models.

- Led design and development of a new web-based platform (PD Pro) and web-based teacher observation tool (Observation Pro) used in large urban school systems, state departments of education and university teacher education programs.
- Led instructional design and development of 5 comprehensive professional development courses and aligned resources in: (1) Formative Assessment, (2) Collaborative Learning, (3) Essential Classroom Strategies, (4) Common Core State Standards, and (5) Frameworks for Effective Classrooms – including producing and directing 50+ video modules. Courses and curriculum included sample unit and lesson plans, rubrics, assessments, models and exemplar content.

TEACHFIRST | CHIEF TECHNOLOGY OFFICER & CO-FOUNDER **Seattle, WA | 2000 — 2008**

TeachFirst provided a comprehensive professional development offering for K-12 schools, giving teachers online access to effective teaching strategies, lesson plans, supplemental materials, organizational and planning tools, video models – along with on-site consulting services, training and workshops.

- Built K-12 professional development startup from 4 employees to 40, and expanded company nationwide, 1,000+ schools and several state departments of education (Massachusetts, Hawaii, Virginia).
- Grew from zero clients and staff to over 112 districts and state DOEs (VA, HI, MA) and 25+ employees.
- Went from \$0 to \$5 million in revenue with minimal angel funding – remained cash-flow positive for the life of the company.
- Designed and developed a new online professional development platform that delivered academic content and provided planning and professional development management tools and streaming video.
- Hired and managed software development team, design team and was an integral part the academic team – developing a content catalog of 150+ published products.
- Produced and directed 100+ best practice videos.

EDUCATION, PUBLICATIONS AND AFFILIATIONS

- 1985 – 1987: Ashland University/LCCC University Partnership Program: Education.
- 2011 — Present: Chair of the Board of Directors, Seattle Gaels. 100+ member Gaelic sports and cultural organization.
- 2007 — 2009: Board Advisor, Treeswing. Worked with non-profit education and advocacy organization to fight childhood obesity and related health issues.
- Co-Author, *Using Video to Change Practice: Powerful Designs for Professional Learning*, 2nd Edition: Published by the National Staff Development Council (Learning Forward), 2008.
- Broadcast writer, producer and director. Produced and directed commercials for national television network; on-air host and news director for Midwest regional radio network.