



Adaptive Curriculum

Arizona State University SkySong
1475 North Scottsdale Road, Suite 120
Scottsdale, AZ 85257
(888) 999-9319

www.adaptivecurriculum.com

For more information, please contact:

Adaptive Curriculum Marketing Department

1 (888) 999-9319

Management Team

Jim Bowler

Chief Executive Officer

Jim joined Adaptive Curriculum as Chief Executive Officer in January 2010 to lead the company's mission of using digital-age tools to engage students and improve math and science achievement. Jim has extensive industry and education experience having previously served as CEO of Epsilen, a global eLearning company; President of Harcourt Connected Learning, an online professional development company; and CEO of Classroom Connect. Prior to that Jim served as Senior Vice President of Marketing for Computer Curriculum Corporation, a division of Pearson Education. Jim also spent over 15 years in K-12 education as a math educator, academic dean, secondary school principal, and school president.

Melinda Cook

Chief Business Development Officer

Melinda has over 15 years of proven leadership directing sales, marketing and strategic relations in the education technology. She has worked as a VP of Sales for several educational technology companies including Carnegie Learning, Compass Learning, and Classroom Connect-Harcourt Connected Learning. Most recently, she was the Vice President of University Partnership Development at Academic Partnerships. Melinda is responsible for identifying and developing Adaptive Curriculum business partnerships.



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Javier Encinas

Vice President of Marketing

Javier joined AC with a proven background in building marketing cultures and programs that are seen through the customer lens. He asks what brands can do for customers, not the other way around. He believes an organization needs to work towards a greater good, enjoy life, and success will follow. Javier started his career in banking, took a detour through telecommunications, and landed where his passions lie: education. Prior to joining AC, Javier worked at Pearson, where he developed marketing and product programs that met stated and unstated needs of the K-12 market. He took the best K-12 learning tools and launched a homeschool business to help parents become better teachers. At AC, Javier leads all branding & marketing, professional development, and product journey initiatives. Most importantly, he is often called the ambassador of fun.

Rich Coppage

Director of Finance

Rich has over 15 years experience in financial management and accounting. Before joining Adaptive Curriculum, he served as Corporate Controller for Active Finance Group, a diversified real estate investment company located in Scottsdale, AZ. Rich also served as Corporate Controller for iCrossing, formerly the largest independent digital advertising company in the U.S. until its recent purchase by Hearst Corporation. Rich is responsible for managing the finance and accounting function at Adaptive Curriculum.

Patricia Myers

Director of Human Resources

Patricia has over 15 years of progressive human resource management. Most recently she was the Regional Human Resources Manager in a large multinational ambulance service provider. At Adaptive Curriculum, Patricia is responsible for developing the foundation and infrastructure for human resources. Together with the other members of the management team, she focuses on organizational development, talent acquisition, and leadership initiatives to support the Adaptive Curriculum company culture.



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Patricia Roberts

Director of Latin America

With over 13 years of experience as an educator and department head for Math and Science, including seven years as a teacher in Costa Rica, Patricia is uniquely suited for her role at Adaptive Curriculum directing, managing, and seeking out new business throughout Latin America. Patricia also pursues and develops strategic partnerships with multinational companies and global educational organizations. Patricia is fully bilingual in English and Spanish as well as being bicultural and holds degrees in both preschool and elementary education from institutions in Costa Rica and Arizona.

Alpay Bicer

Content Development Manager

As a former math teacher, Alpay uses his knowledge of the classroom and technology to develop highly effective and engaging educational content for Adaptive Curriculum's product suite. Alpay has been an instructional designer since 2000 for RtB Education Solutions, SEBIT Education and Information Technologies, and Arizona State University Technology Based Learning and Research. Alpay has been a presenter and speaker at national and international conferences, such as NCTM.