

## THE TEAM



JUST A FEW OF OUR BOARD AND TEAM MEMBERS taking time off for day-sail out of Charleston Harbor to celebrate the launch of our first Interactive Multimedia Digital Schoolbook into the Florida School System in 2007. Most of our team was aboard for the trip, but decidedly camera shy! It was a very BIG boat, and they scattered at the first sign of a camera. The brave ones from left to right: Professor Scotti, Jenna and Rick (software geniuses), Lena (Artist Extraordinaire! And yes, she really does read, speak and write in 6 languages!), Jessica McCarthy Sellers, (our “long time” Executive Director - 11 years), now Chairman of the Board of Directors, and Mike Bond. Also, somewhat hidden in the lower right is Dr. Morris, Board Member (not recognizable without his bow tie, white button down and suit coat, who would rather fish than have his picture taken!).

We are incredibly proud of our dedicated and highly experienced Family of Individuals: Board of Directors, Management Team, Software, and Publishing Teams. The majority of our Board of Directors and Management Team have been with us for over 15 years, since the initial development of the A/V Books’ **Interactive Multimedia Digital Book Technology** in 2001, the **Digital Education Project** in 2007, and the **National Digital Schoolbook Library Program**, in 2015.

### **Jessica M. Sellers**

#### **University of Maryland**

Chairman of the Board of Directors, Digital Education Project  
Former Executive Director (11 Years)

### **Mike Bond**

Executive Director

## **Eileen McCoy**

**Executive Vice-President of Air Canada, Ret.**

**Court Appointed, Special Advocate for Displaced Children, State of Massachusetts**

Executive Vice-President, Digital Education Project

Board of Directors, Digital Education Project

Director of U.S. and International Corporate and Private Business Interface, Digital Education Project

Ms. McCoy is a highly respected and sophisticated Corporate Professional, whom we are honored to have in our Organization, on our Board of Directors, and as part of our Executive Staff. Her background is stellar, and could fill a full-length non-fiction book.

In her previous career, as Executive Vice-President of Air Canada, she developed the concept and led a Team that created the first Computerized Customer Interface Reservation, Ticketing, and Check-In Kiosk System for the Airline Industry, which is now internationally used by all major airlines.

Ms. McCoy's primary responsibilities with the Digital Education Project, encompass personal interaction with all the Organization's volunteers, employees, and contractors, as well as direct interaction and negotiations with all Corporate and Private Business and Donor Entities in both the US and International arena.

## **Dr. Suzanne Martin, PhD**

**University of Florida, Gainesville, FL**

Director, National Special Education Urban Leadership Initiative; and, Chair, Department of Special Education, University of Central Florida, President of the Council of Exceptional Children.

Board of Directors, Digital Education Project.

Educational Materials and Educator Interface: Digital Education Project liaison to Departments of Education and School Systems nationally, regionally, and locally. Professor Martin approves all IMDETS Teachers and Teaching Materials. Dr. Martin's 34 Page **Curriculum Vita**, including a listing of her accomplishments and published writings, is available upon request, as are all members of the Team.

## **Gerald Rasmussen MA, Mathematics**

**University of California, Santa Barbara.**

Board of Directors, Digital Education Project

Co-founder and Project Director, Information Systems—Programming Specialist

Emphasis in Numerical Analysis and Computational Techniques for Computing Machinery.

Over 28 years' experience in the Information Technology Industry. Successful Software Product

Development Director with proven ability to drive the development of quality technological Solutions. Proven record of selecting, empowering and motivating teams, which exceed client or corporate requirements goals.

As VP of Information Systems, Jerry is responsible for design and development of new electronic book software product, integrating voice, text and video. He is also responsible for the design and development of the software tools used to electronically package book contents into the integrated proprietary format;

Responsible for software product development and deployment; and, Directs all development activities of the software engineer team, and software and book product testing processes. Mr. Rasmussen developed the original software for the A/V Books ABCD Reader application and is responsible for overseeing improvements to book product software applications that manage the creation, organization and assembly of all the various book content elements, and the linking of the multimedia content (The Creator Tool Set).

## **Kreg Hall**

Board of Directors, Digital Education Project, National Digital Schoolbook Library Program  
CTO and Senior Programming Engineer Consultant

Over 20 years of senior management experience in business and technical environments. Experienced business and IT professional providing senior team and technical leadership in a wide variety of disciplines.

Areas of expertise include publishing design and production, data analytics, application development, business process, corporate strategy, customer/client relationships, corporate acquisition and consolidation and program management. Excellent communication and organizational skills, with a commitment to the organization's success and growth.

Mr. Hall oversees the programming for all new Digital Book Materials, and the Conversion of existing “Free Copyright Law” and Commercially Published Digital Schoolbooks and Materials into Advanced Interactive Multimedia Digital Schoolbooks (IMDS). Additionally, Mr. Hall is responsible for the approval design and production of new and original IMDS, Textbooks, Chapter Modules (the 21<sup>st</sup> Century Digital Textbook), Workbooks, Readers, Reference Books, and Teaching Aids and Materials.

## **Anthony M. Scotti**

### **Fairleigh Dickinson**

Director, Audio/Visual Department

“Professor” Scotti is a recognized Sound and Audio Engineer. He is also a “jack of all trades” and managed, filmed, recorded, and assembled the first A/V Book (Interactive Multimedia Digital Schoolbook) single-handedly in 2004. Mr. Scotti now supervises and assists in all aspects of the IMDS design and production, and still finds time to provide audio technician and editing assistance, which is his first love and dedication. Mr. Scotti is also a published writer and patent holding inventor, and will be a consultant and editor on the Digital Education Project’s IMDS “Physics Series” design and production.

## **Lena Bjork Bjarnadottir**

### **Reykjavik University, Iceland**

Director, Language Department: Writer, Editor, Researcher

Production Department: Graphic Artist, Designer, Artist

Lena can read, write, and speak fluently in 6 Languages, and is also a recognized accomplished Artist, and Graphic Designer, working in multiple media and software.

## **Perry Smith**

### **Microsoft Engineer**

DEP Software Programmer, Developer, and Designer, Electronics Engineer

Equipment and Software Engineer with over 26 years’ experience.

## **Professor Emeritus James Dew**

### **University of North Dakota**

Science Advisor and Health, Sports Medicine, and Recreation Editor

## **Thomas McCarthy, Esq.**

### **Georgetown University**

Legal Department, Publishing and Copyright, “Free Copyright Law”, Academic Acquisitions

## **John G. Mick, M. Ed.**

**Towson State University, Maryland**

Director, English Department

Writer, Editor, Researcher, Publishing Layout and Photography

## **Mary Patton**

**Producer, Director, Writer**

Ms. Patton background is in Investment Banking, TV, and Multi-Media Productions. Mary is responsible and oversees all aspects of film and video for the productions of the Digital Education Project's Interactive, Multimedia Digital Schoolbooks, Readers, Chapter Modules, Workbooks, Reference Materials, and Teaching Aids and Materials.

Ms. Patton is also a published writer, teacher, talent agent, and editor, and like many of our Team is obviously a highly efficient and effective multi-tasker.

## **Michael Clemens, M. Ed.**

**Salisbury State, Maryland**

**Masters in Curriculum and Development – Teacher (30 Years +), Coach.**

Director, Mathematics Department

Writer, Editor, Researcher

## **Ryan McCarthy**

**Wagner College**

**Team Leader A/V Educational Video Department**

Mr. McCarthy is a Bonner Scholars Program, Impact Scholar, and the Vice-President of the KEA Fraternity, Philanthropic Chair, and Historian. He is an AmeriCorp Member and External Affairs Coordinator for New York Public Schools, P.S. 83 and 20, and I.S. 27, teaching Special Education Fourth and Fifth Grades. He is also a member of the Haitian American Caucus, and volunteers as an English Teacher in Croix de Bouquet, Haiti. In 2012-2013, Mr. McCarthy served as intern assistant to the **Rosa Otunbaeva Initiative**, collaborating closely with the former President of Kyrgyzstan, building the framework for a multi-faceted global feminist initiative.

Team Leader McCarthy is responsible for the coordination and direction of our extremely dynamic, resourceful, and highly motivated staff of video production, post-production, and software technicians.