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**EDUCATION**

<b>M.Ed.</b>	Arizona State University	Educational Media and Computers	2002
<b>B.S.</b>	Arizona State University	Business - Finance	1991

**PROFESSIONAL EXPERIENCE - TEACHING EXPERIENCE**

- EDT 494/594 TOPIC: CONCEPTUALIZING, MARKETING AND CREATING APPS
- EDT 494 TOPIC: VIDEO GAME PRODUCTION
- EDT 494: TOPIC: FILMMAKING TECHNIQUES
- EDT 494 TOPIC: TOPIC: ENTREPRENEUR: GROWING A BUSINESS
- EDT 494: TOPIC: ENTREPRENEUR: THE ENTREPRENEURIAL MINDSET
- EDT 494: TOPIC: ENTREPRENEUR: STARTING A BUSINESS
- EDT 494: TOPIC: PC MAINTENANCE & REPAIR: HARDWARE
- EDT 494: TOPIC: SERVER ESSENTIALS
- EDT 494: TOPIC: NETWORKING ESSENTIALS
- EDT 494: TOPIC: E-LEARNING ESSENTIALS EDT 494: TOPIC: LINUX ESSENTIALS
- EDT 494: TOPIC: SECURITY ESSENTIALS EDT 494: TOPIC: PHP FUNDAMENTALS

**PROFESSIONAL EXPERIENCE**

***Sebit, LLC***

**Sr. Director of Business Development and Strategic Partnerships** 2007 - 2012

*Adaptive Curriculum*

Responsible for creating strategic partnerships and long-term relationships with OEM’s, vendors and other business’s. Focused on strategic deal-making with an eye toward increasing sales and expanding the company’s long-term business success or scope. Also, responsible for (1) the day-to-day running of the critical departments of Sebit, LLC such as production, development and operations, (2) establishing procedures and processes to ensure their smooth functioning, and (3) providing timely operational information and assistance to the CEO.

***Technology Based Learning and Research, Arizona State University***

**Center Director** 1990 - present

**Project Titles**

*NETS Digital Video Library*

Project Director

2001 – present

Preparing Tomorrow's Teachers to Use Technology (PT3)

\$1,495,137-\$3.6 million with cost share

*The online Digital Video Library (DVL) was created to educate future teachers on the latest technological tools to aid classroom teaching. Using the teaching strategies from the National Education Technology Standards (NETS), the DVL contains footage from master teachers modeling lesson activities.*

#### *Leadership Institutes for Technology*

Project Director

2001 – 2004

Arizona K-12 Center, Northern Arizona University

\$369,537

*The goal of the Leadership Institutes for Technology (LIT) was to increase student achievement by providing leadership workshops focused on data driven decision making, change theory, and technology integration in the classroom. The LIT was especially designed for Arizona public and private school superintendents and principals.*

*The e-Learning Network - Learning Anytime, Anywhere!*

Project Director

1999 – 2003

Fund for the Improvement of Postsecondary Education (FIPSE)

US Department of Education

\$4.1 million

*The e-learning Network boasted an “anytime, anywhere” approach to online education using current multimedia technology. The curriculum and instruction for the program was developed, implemented and evaluated to enable adult learners to pass two certification exams so they can start or advance their careers in networking.*

#### *LINKS (Learning Integrating Networking Knowledge Skills)*

Project Director

2000 – Current

State of Washington

\$1,560,000

*Washington (LINKS): Learning, Integrating, and Networking Knowledge Skills is an e-learning resource designed to provide educators and others with information and tools to help them meet the challenges of school reform and school improvement.*

#### *Regional Training Center*

Project Director

1998 – 2005

State of Arizona

\$2,128,372

*The Regional Training Center (RTC) provided training and technical assistance to public and charter schools throughout Arizona in the use technology integration. The RTC's ultimate aim was to devise a comprehensive technology-training program to meet the needs of Arizona's K-12 schools.*

*Math Discourse Project (Math•ed•ology™)*

Project Director

1995 – 1999

Produced in conjunction with the National Science Foundation and the National Council of Teachers in Mathematics

\$2,300,000

*Math • ed • ology™ is a state of the art collection of 42 multimedia professional development modules, including actual classroom footage to help teachers increase mathematics success in K-12 students. The project bridged time-proven techniques in the art of instruction with modern methods of presenting the material using media to enhance rather than detract.*

*Intel Multimedia Research and Development (Instructional Media Design)*

Development Director

1993-1995

Produced in conjunction with the National Science Foundation and the National Council of Teachers in Mathematics

Intel - \$300,000, Equipment Grant \$120,000

*Instructional Media Design (IMD) was the first accredited college-level course on CD-ROM. Partnering with Intel Corporation, this interactive seminar comprised of text, audio, video and animation gave students experience in solving real world instructional design problems and the opportunity to develop and hone their skills.*

*Hispanic Math Project*

Development Director

1989 – 1993

Produced in conjunction with IBM and the National Science Foundation

\$708,360

*Hispanic Math is a self-paced, fully bilingual tutorial that teaches the concept of measurement in an exciting, theme-based, animated format that makes learning fun. Because many Hispanic students struggle with measurement concepts and skills, the Hispanic Math Project was developed as a complete, standalone computer tutorial.*

*Teaching Mathematics using Interactive Video Disc (Understanding Teaching)*

Development Director

1989 – 1992

Produced in conjunction with the National Science Foundation and the National Council of Teachers in Mathematics

\$403,079

*Understanding Teaching is an award-winning, interactive professional-development seminar that instructs math educators how to apply the Professional Standards for Teaching Mathematics prescribed by the National Council for Teachers of Mathematics (NCTM).*

#### *Reading First*

Project Director

2005 – 2006

Produced in conjunction with Arizona Department of Education

\$225,000

*Reading First is an essential component of the larger, comprehensive data-driven K-3 reading program, AZ Reads, designed to make all Arizona students proficient readers by third grade and to remain so throughout their academic and professional lives.*

#### *DeepOceanOne*

Project Director

2006 – current

Produced in conjunction with James Cameron Deep Ocean One

NDA

*DeepOceanOne, in collaboration with filmmaker James Cameron, is a project dedicated to exploring the mysteries of the ocean that will benefit humanity by advancing knowledge in science, technology and medicine and to inspire K-12 students to consider careers in the science and technology fields.*

#### *Fourteen Days*

Project Director

2006 – current

Produced in conjunction with Lighthouse Group

NDA

*Fourteen Days examines and documents people and cultures as they really are in our post September 11<sup>th</sup> 2001 world through still lifes and film. In a seven part series, each fourteen day excursion scans the globe in an attempt to uncover more of the similarities that unite us as a people.*

#### *Upslope Solutions*

Project Director

2005 – 2006

Produced in conjunction with Upslope

NDA

*Upslope Solutions is at the forefront of improving K-12 student achievement through innovative products and programs allowing educators and other stakeholders to accurately measure student progress. From planning to evaluation, Upslope Solution's continuous program improvement model allows for data-driven decision making at all levels in the LEA.*

## PROFESSIONAL EXPERIENCE, CONTINUED...

### Duties

### RECOGNITION

- 2009 CODiE Award, Winner  
*Business Development*  
Best Online Instructional Solution  
Adaptive Curriculum – Sebit, LLC
- 2009 Best Educational Software (BESSIE) Award, Winner  
*Business Development*  
Best Educational Software for Middle School Science and Math Website  
Adaptive Curriculum – Sebit, LLC
- 2006 Annual Telly Awards, Silver  
*Executive Producer*  
Live Titanic Webcast featuring James Cameron  
Arizona State University, Technology Based Learning and Research
- 2006 Annual Telly Awards, Bronze  
*Executive Producer*  
AZ Reads  
Arizona State University, Technology Based Learning and Research
- 2004-2006 International Society for Technology In Education (ISTE) HyperSIG  
*President*
- 2003 Annual Telly Awards, Silver  
*Executive Producer*  
Math·ed·ology: Geoboard  
Arizona State University, Technology Based Learning and Research
- 2003 Annual Telly Awards, Bronze  
*Executive Producer*  
Desert Voices Oral Learning Center  
Arizona State University, Technology Based Learning and Research
- 2002 International Society for Technology in Education (ISTE) HyperSIG  
*Vice President*
- 2002 Annual Telly Awards, Bronze:  
*Producer*  
*Understanding Math:Assess.Video*  
Arizona State University, Technology Based Learning and Research, LINKS
- 2001 Media Communications Association International Arizona Chapter, 44,  
Award of Merit – Training:  
*Producer*  
*Phonemic Awareness and Decoding Video*  
Arizona State University, Technology Based Learning and Research, LINKS
- 1997 New Media Magazine Invision Multimedia Awards  
*Invision Judge*
- 1997 A/V Multimedia Magazine  
*Top 100 Multimedia Producers in the World*

- 1996 International Television Association Video Awards,  
Bronze Reel Award for Video and Technical Interaction:  
*Producer*  
Instructional CD-ROM: Understanding Teaching  
Arizona State University, Technology Based Learning and Research
- 1996 New Media Magazine Invision Multimedia Awards, Finalist Award:  
*Producer*  
Website: The Interactive Resume  
Paulie.com, Tempe, Arizona
- 1995 New Media Magazine Invision Multimedia Awards, Silver Award:  
Producer,  
Instructional CD-ROM: Understanding Teaching  
Arizona State University, Technology Based Learning and Research

#### **PROFESSIONAL PAPERS AND PRESENTATIONS**

- Bitter, G., Skiera, P. (2003, August). *A Web-based Authoring Tool for e-Learning*. Paper presented Society for Applied Technology's ® (SALT) Interactive Technologies Conference, Arlington, Virginia.
- Bitter, G., Skiera, P., Atkinson, R., Stirling, D. (2004, February). *Developing and Online Instructional Media Design Course/Training Module*. Paper presented at the Society for Applied Technology's ® (SALT) New Learning and Technologies Conference, Arlington, Virginia.
- Bitter, G., Skiera, P., Stirling, D. (2004, March). *Implementing Video Cases in Faculty Professional Development*. Paper Presented at the Society for Information Technology and Teacher Education International Conference, Atlanta, Georgia.
- Bitter, G., Stirling, D. Skiera, P. (2003, July). *Achieving "Digital Equity"*. Paper presented the National Educational Computing Conference (NECC), Seattle, Washington.
- Bitter, G., Stirling, D., Skiera, P. (2003, February). *From Portals to Knowledge Brokers*. Paper presented at the Society for Applied Learning Technology's ® (SALT) New Learning Technologies Conference, Orlando, FL.
- Bitter, G., Stirling, D., Skiera, P. (2004, January). *Meeting Teacher Quality Standards with Technology: The NETS Digital Video Library*. Paper presented at the Florida Educational Technology Conference (FETC), Orlando, Florida.
- Clemens, N., Stirling, D., Skiera, P. (2002, March). *Exploring Digital Equity Using Digital Video Case Methodology*. Paper presented at the Society for Information Technology and Teacher Education International Conference, Nashville, Tennessee.
- O'Connor, CJ., Skiera, P. (2002, March). *Building Scenario-Driven, Real-World Online Courses*. Paper presented at the Society for Information Technology and Teacher Education International Conference, Nashville, Tennessee.
- Skiera, P. (1997, March). *How to Create an Interactive CD-ROM*. Microcomputers in Education Conference, Arizona State University, Tempe, AZ.

#### **PROFESSIONAL PAPERS AND PRESENTATIONS, Continued...**

- Skiera, P. (2001, November). *Informational Technology Fundamentals – Online Curriculum*. Presentation at Annual FIPSE LAAP Directors Meeting, Washington, D.C.
- Skiera, P. (2002, July). *Interactive Web-Based IT Skills Training: The Evolution of a Production Process*. Paper presented at Society for Applied Learning Technology (SALT) Interactive Technologies Conference, Arlington, Virginia.
- Skiera, P. (2002, June). *An Online Digital Video Library for PK-12 Technology Infusion*. Web poster and demonstration at the ED MEDIA World Conference on Educational Multimedia, Hypermedia, and Telecommunications, Denver, Colorado.
- Skiera, P. (2002, June). *Learning Computer and Networking Skills with Interactive Online Modules*. Web poster and demonstration at the National Educational Computing Conference (NECC), San Antonio, Texas.
- Skiera, P. (2002, June). *Learning IT Skills Through Web-Based Interactive Multimedia Modules*. Web poster and demonstration at the ED MEDIA World Conference on Educational Multimedia, Hypermedia, and Telecommunications, Denver, Colorado.

- Skiera, P. (2002, March). *Interactive, Multimedia Online Courses: Meeting Administrative, Development, and Dissemination Challenges*. Paper presented at Society for Information Technology & Teacher Education (SITE), Nashville, Tennessee.
- Skiera, P. (2002, March). *Teaching IT Skills Through Online Interactive Modules*. Interactive session presented at Society for Information Technology & Teacher Education (SITE), Nashville, Tennessee.
- Skiera, P. (2002, March). *The NETS Digital Video Library*. Demonstration at the Florida Educational Technology Conference, Orlando, Florida.
- Skiera, P. (June, 2004). *Information Technologies Questionnaire: Proposal for a Scale Validation Study*. Paper presented at the ED MEDIA Conference, Lugano, Switzerland.
- Skiera, P. (June, 2004). *Meeting on-Demand eLearning Needs Using Web-based Authoring Tools*. Paper presented at the ED-MEDIA Conference, Lugano, Switzerland.
- Skiera, P. (June, 2004). *Using Video Cases to Enhance Professional Development Programs*. Paper presented at the ED-MEDIA Conference, Lugano, Switzerland.
- Skiera, P. (March, 1989). *How to Produce and Burn a CD-ROM*. Paper presentation at the Microcomputers in Education Conference, Tempe, AZ.
- Skiera, P. (March, 1990). *Math Discourse Project*. Paper presented at the Microcomputers in Education Conference, Tempe, AZ.
- Skiera, P. (March, 1992). *Hispanic Math Project*. Paper presented at the Microcomputers in Education Conference, Tempe, AZ.
- Skiera, P. (March, 1994). *Teaching Math Methods Using Interactive Video Disc*. Paper presented at the Microcomputers in Education Conference, Tempe, AZ.
- Skiera, P. (March, 1995). *Understanding Teaching*. Paper presented at the Microcomputers in Education Conference, Tempe, AZ.
- Skiera, P., Stirling, D. (2002, June). *Connecting Curriculum and Technology: The NETS Digital Video Library*. Web poster and demonstration at the National Educational Computing Conference (NECC), San Antonio, Texas.
- Skiera, P., Stirling, D. (2003, November). *Improving Teacher Quality with Web-based Video Cases*. Paper presented at the World Conference on E-Learning in Corp., Govt., Health., & Higher Ed. Phoenix, Arizona.

#### **PROFESSIONAL PAPERS AND PRESENTATIONS, Continued...**

- Skiera, P., Stirling, D., LaMont, C. (2002, October). *An Online Digital Video Library to Use as a Knowledge Base for Teacher Education*. Video Festival presented at the World Conference on E-Learning in Corp., Govt., Health., & Higher Ed. Montreal, Canada.
- Stirling, D., Bitter, G., Skiera, P. (2002, November). *The NETS Digital Video Library Project: Creating A Digital Video Database To Promote Technology Integration For Preservice Teachers*. Paper presented at the Association for Educational Communications and Technology (AECT) Conference, Dallas, TX.
- Stirling, D., Bitter, G., Skiera, P. (2003, November). *Investigating Teaching and Learning Practices: A Digital Video Library for Teacher Education*. Paper presented at the World Conference on E-Learning in Corp., Govt., Health., & Higher Ed. Phoenix, Arizona.
- Stirling, D., Bitter, G., Skiera, P. (2003, November). *Investigating Instructional Utility of e-Learning Modules*. Paper presented at the World Conference on E-Learning in Corp.,



- Govt., Health., & Higher Ed. Phoenix, Arizona.
- Stirling, D., Skiera, P. (2003, August). *Video Cases as Learning Tools*. Paper presented Society for Applied Technology's® (SALT), Interactive Technologies Conference, Arlington, Virginia.
- Stirling, D., Skiera, P. (2003, March). *Needs Assessment of the National Education Technology Standards Digital Video Library*. Paper presented at the Society for Information Technology and Teacher Education International Conference, Albuquerque, New Mexico.
- Stirling, D., Skiera, P. (2003, November). *Developing Customization for eLearning*. Paper presented at the World Conference on E-Learning in Corp., Govt., Health., & Higher Ed. Phoenix, Arizona.
- Stirling, D., Skiera, P., (2003, March) *The Study of Digital Video Library Artifacts as a Medium for Teacher Development*. Paper presented at the Society for Information Technology and Teacher Education International Conference, Albuquerque, New Mexico.

#### **ORGANIZATIONS/MEMBERSHIPS**

- Arizona State University Alumni Association
- Arizona State University Classified Staff Council Member (ASU CSC)
- Association for Educational Communications and Technology (AECT)
- Association for Supervision and Curriculum Development (ASCD)
- Association for the Advancement of Computing in Education (AACE)
- Interactive Multimedia Association
- International Internet Professional Society (ISTE)
- International Society for Technology in Education (ISTE)
- National Science Teachers Association (NSTA)
- National Council of Teachers of Mathematics (NCTM)
- Adobe Developers Network
- International Game Developers Association (IGDA)
- Cisco Career Certification
- Microsoft Developers Network (MSDN)
- Software & Information Industry Association (SIIA)
- Board Member Phoenix Film Foundation
- Arizona Student Film Program (Founder)