



Lesson Planet Announces Ed Tech Veteran William Goforth as VP of Sales at ISTE

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FOR IMMEDIATE RELEASE

PHILADELPHIA (June 27, 2011) – ISTE Conference & Exposition – Lesson Planet, a leading online search and community solution specifically for PreK-12 educators, is right in step with ISTE’s theme of unlocking potential with its new Vice President of Sales William Goforth. Lesson Planet is well known for its success and popularity with individual teachers, and Goforth’s charter is to bring the new [Site License Edition™](#) to schools and districts.

“We are extremely happy to have Bill on our team here at Lesson Planet,” said Jim Hurley, Lesson Planet CEO & Founder. “He brings a wide variety of experience and expertise. His relationships with schools and districts will help administrators provide an easy-to-use curriculum search and planning solution that saves teachers time, helps them personalize learning, differentiate instruction, and inspire great teaching.”

Prior to joining Lesson Planet, Goforth was Executive Director of Sales and Marketing at Literacy First, and Director of Marketing Operations for the PowerSchool Division of Apple Computer, Inc. He also held executive positions at Gateway, Inc., Education Access, and he began his education technology sales career as a K12 and Higher Education Account Executive at Apple Computer in 1987.

“I am excited to have this great opportunity to offer schools and districts a proven solution with special site license pricing and administration tools for easy account management.” Goforth said. “Lesson Planet’s robust curriculum search engine integrates with school and district portals, so scaling from individuals to institutions is a logical and straightforward process.”

Educators can narrow their searches for online curriculum by grade, rating, subject, resource type, teaching method, theme, calendar, 21st Century Skills, duration, and more. They can easily find, comment about and save peer-reviewed, standards-correlated online lesson plans and worksheets for nearly any subject. Lesson Planet subscribers can link to more than 350,000 teacher-reviewed and rated online lessons and worksheets, with thousands of curriculum reviews added each month.

About Lesson Planet

Lesson Planet (www.lessonplanet.com) is a leading online teacher search and community solution for PreK-12 educators. The company is dedicated to making the lives of teachers easier by providing a powerful curriculum search solution that helps them to discover and share teacher-reviewed curriculum resources to inspire great teaching. When it comes to curriculum planning, Lesson Planet saves valuable time by making it easy to search from more than 350,000 teacher-



reviewed and rated online open educational resources. Lesson Planet enables teachers to narrow and refine their searches by grade, rating, subject, teaching method, calendar, theme, 21st Century Skills and more. In seconds, teachers can find targeted, peer-reviewed, standards-correlated online resources that enable them to more effectively differentiate their instruction to the learning styles of their students.

Founded in 1999 by educator Jim Hurley, Lesson Planet is the #1 online teacher curriculum search and community solution. The Site License Edition is a cost-effective and easy-to-administer version designed for schools and districts. For more information, email Sales@lessonplanet.com, visit lessonplanet.com/site_licenses or call 877-953-7766.