Serena Sack-Mandel
GM US Education Customer Success
Microsoft

Professional Background:
• 14 months General Manager of US Education Customer Success. Helping Higher Ed, K-12, museums, and libraries leverage technology. Building ""Learning Accelerator"" for improved student competency and mastery.

• 10 yrs Education Industry – CIO - Florida Virtual School (400K students), Fulton County Schools (100K students). Mult Int'l awards for Education/Technology leadership and vision. Implemented student centric learning at-scale. First large district to pivot to remote in March 2020.

• 15 yrs F100 leadership / C-Level Consulting across Gov't, non-profit, and commercial

• 10 yrs IBM sales/consulting Finance, Media, Hospitality, Telecom, etc. Industries

What are the two most important priorities for CoSN to focus on in the next three years?
COVID Pandemic Recovery:

* Equity and access to high quality digital content, untethered digital access, 2:1 windows devices (needed for workforce readiness)

* Innovation - AI for EDU, HyFlex environments, Personalization, Evolution of Teaching and Learning, Learner Autonomy, Blended Learning Tools

Describe your relevant experience in providing leadership to nonprofit organizations (e.g. service on boards, events, fundraising), with particular emphasis on any experience working with state or national education and/or ed tech associations

I've been on the IMS Global K-12 board for many years and continue to work with this organization in many areas. I'm a founding Board member of The Computer Museum of America - establishing the vision, strategy, and fund-raising framework. As an Education CIO, I was on the K-12 Advisory Boards for both Google and Microsoft for a decade. I have spoken at and participated in numerous state and national EdTech Conferences (FETC, Opal, GAETC, ERDI, DA-CIO Summit, etc.). I am an advisor on several EdTech start-up and medium sized companies. I am widely recognized as a visionary leader in the Eduational Technology community.

CoSN has identified diversity as a priority for both the CTO profession and the CoSN organization. As a CoSN Board nominee, how would you help to broaden diversity and/or what experience have you had in evaluating or managing organizational diversity?
Microsoft is committed to diversity and inclusion - in my first year, my organization has improved diverse hires by 50%. I worked at Fulton County Schools precisely because it is diverse and I wanted to be a part of the equity solution and raise graduation rates (test scores, literacy, and numeracy) across all demographics, which we did during my tenure - in our most challenged schools we improved as much as 40%. We won a CIO 100 award in 2020 for our data analytics dashboard solution ("Baseball Card" with student picture performance updated nightly) that enabled educators to turn around failing students and schools - across 15 previously failing schools.

Describe your past involvement in CoSN and/or our state chapters
I was involved w/CoSN as CIO of Fulton County Schools for many years. We were one of the initial cohorts of TLE schools and one of the first to re-certify. Presented at FETC with Linette Attai and reviewed her book Protecting Student Data Privacy (my comments are published on the back cover).