

### **Mari A. Pearlman**

Dr. Mari Pearlman is the founder and principal of the Pearlman Education Group. Dr. Pearlman assists a broad range of education organizations in fulfilling their missions, using her experience in not-for-profit executive management, educational measurement, and teacher professional development. She has provided both for-profit and not-for-profit education organizations with strategy analysis and advising, market analysis, partnering advice and support, assessment and evaluation design. Dr. Pearlman's professional experience has led to her particular interest in the application in the education arena of frameworks, analytical tools, and disciplines common to effective for-profit businesses. She has particular expertise in analysis of the fit between strategy and fiscal decision-making, design and leadership of team-based new product development, market analysis, organizational management strategies, and the creation and leadership of training for negotiation inside organizations.

#### **Prior Experience:**

Formerly a Senior Vice-President at Educational Testing Service, Dr. Pearlman spent more than 25 years engaged in development and management of large- and small-scale assessment and measurement projects, with a focus on innovation. During these years, Dr. Pearlman

- **Assumed direct responsibility for P&L of over \$550mm**, exceeding financial targets every year for 4 years, and increasing the surplus by more than 4% each year
- **Led the redesign and launch** of the Test of English as a Foreign Language (TOEFL)
- **Led the ETS launch of the new SAT** for the College Board
- **Led the development and launch** led the redesign and launch of an innovative new information technology literacy assessment, *iSkills*
- **Led the conceptualization and directed the standardization and growth** of the National Board for Professional Teaching Standards portfolio assessments
- **Spearheaded the creation and implementation** of the Pathwise® series for teacher professional development
- **Designed and implemented performance-based assessments** for school principals and superintendents
- **Served as the test development leader** in the design and implementation of the first computer-based testing system ever implemented for large-scale testing

Dr. Pearlman's career began in the classroom, as a high school English teacher, and continued with her work as a college teacher. She has a PhD in English literature from Rutgers University and completed the Advanced Management Program at Harvard Business School. She is currently a member of the Board of Trustees for three not-for-profit organizations, the AACSB (Association to Advance Collegiate Schools of Business), TIRF (The International Research Foundation for Language Learning), and TEAC (Teacher Education Accreditation Council).

Dr. Pearlman has written and spoken extensively on education issues. Please visit [Pearlmaneg.com](http://Pearlmaneg.com) for more information and to see a selection of her publications and presentations.