



# alma

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## **Alma Appoints Jack Macleod as President, Announces Opening of Washington D.C. Office**

### Rapid Growth Spurs Need to Expand Staff, Open East Coast Location

PORTLAND, Ore. (Aug. 19, 2014) – [Alma](#), an ed tech company that offers modern K-12 school and classroom management software, today announced Jack Macleod as president. The company also revealed plans to open an office in the Washington D.C. metropolitan area, where Macleod will be based.

The decision to appoint Macleod and establish a second location comes on the heels of the company's rapid growth since launching its intuitive, all-in-one student information (SIS) and learning management (LMS) platform in February 2014. Alma serves schools in 31 states and 10 countries.

As president, Macleod will lead Alma's sales, marketing and operations, while establishing the company's presence in Washington D.C., a city known for its innovations in education and technology and high-quality educational institutions.

"Washington, D.C. has long been a hotbed for talent, thought leaders and progressive companies in the education technology and policy space," Macleod said. "We are excited to be a part of this community of innovators, which will allow us to accelerate our growth and better serve our customers along the East Coast. As the country's 'most educated' metropolitan area, Washington, D.C. offers a significant pool of talent as we look to expand our sales, customer engagement and development teams over time."

Macleod has nearly 20 years of experience in digital marketing, technology, sales, business development and integrated communications. Prior to joining Alma, he was General Manager at MXM Social, a leading national social media content marketing agency owned by Meredith Corporation. Earlier in his career, Macleod held sales leadership positions with multiple online advertising companies, including Advertising.com, where as a top producer he also managed teams and



opened offices in San Francisco and Los Angeles, in advance of the company's \$497-million acquisition by AOL/Time Warner.

"Jack has always had a vision for what is next and a passion for building it. His career reflects a track record of success in rapid-growth start-up environments," said Alma co-founder and CEO Andrew Herman. "Most importantly, Jack is firmly committed to Alma's mission of providing solutions to schools that empower educators and support positive student outcomes."

### **About Alma**

Alma offers a new approach to student information and learning management. Alma replaces the expensive, fragmented systems in use in schools today with simple and intuitive online software that minimizes busywork and improves school operations and student outcomes. Alma brings together student information, learning management, and curriculum and lesson planning in one place, saving educators' time and giving families better visibility into their students' learning. Best of all, Alma's core services are free - because every school, no matter how big or small its budget, should have access to the best tools available. To learn more about Alma and its features, or to request a demo, visit [www.getalma.com](http://www.getalma.com).

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