



Today's Speakers:

**Julie A. Evans, Ed.D.
Chief Executive Officer, Project Tomorrow**

Dr. Julie A. Evans is the CEO of Project Tomorrow and is the founder of the heralded Speak Up Research Project which annually collects and reports on the authentic views of 400,000 K-12 students, parents and educators on key education issues each year. Dr. Evans serves as the chief researcher on the Speak Up Project as well as leading research efforts on the impact of innovative learning models and interventions in both K-12 and higher education. Over the past 18 years, almost 6 million K-12 students, teachers and parents have participated in the Speak Up Project representing over 35,000 schools from all 50 states, the District of Columbia and around the world. Dr. Evans is the longest serving woman executive in the education technology nonprofit sector.

Prior to this position, Dr. Evans enjoyed a successful career in national and regional sales and marketing management with Unisys and two education technology startups. As a thought leader and influencer, she brings to new discussions insights from her experiences within the technology industry, entrepreneurship, nonprofit management, and education research. Dr. Evans is a graduate of Brown University and earned her doctorate in educational leadership from the University of California, San Diego and California State University San Marcos. She serves on several boards and advisory councils, and is a frequent speaker and writer on new learning models within education, most notably around digital learning. Among her many accolades and awards, Dr. Evans was named in April 2020 as the winner of EdTech Digest's National Leader award.

**Daniel A. Domenech, PhD
Executive Director, AASA, The School Superintendents Association**

Dr. Daniel A. Domenech has served as Executive Director of AASA, The School Superintendents Association since July 2008. Dr. Domenech has more than 36 years of experience in public education, 27 of those years served as a school superintendent.

Prior to joining AASA, Dr. Domenech served as Senior Vice President for National Urban Markets with McGraw-Hill Education. In this role, he was responsible for building strong relationships with large school districts nationwide.

Prior to his position at McGraw-Hill, Dr. Domenech served for seven years as Superintendent of the Fairfax County Public Schools (VA), the 12th largest school system in the nation with 168,000 students.

Dr. Domenech, an AASA member since 1979, served as President of AASA from July 1998 to June 1999. He is also a past president of the New York State Council of School Superintendents, the Suffolk County



Superintendents Association, and the Suffolk County Organization for Promotion of Education. He was the first president and co-founder of the New York State Association for Bilingual Education.

In addition, Dr. Domenech has served on the U.S. Department of Education's National Assessment Governing Board, the advisory board for the Department of Defense Schools, the board of directors of the Association for the Advancement of International Education, the Board of Overseers for the Baldrige Award and the boards of the Institute for Educational Leadership, National Board for Professional Teaching Standards, Sea Research Foundation, and Education Policy Institute. Currently, he serves on the boards of the Learning First Alliance, National Student Clearinghouse, Center for Naval Analyses, Horace Mann Educators Corporation, ACT, and USAC, and as Board Chair for Communities in Schools of Virginia.

Christina Fleming
Chief Marketing Officer, Blackboard

Christina Fleming is the Chief Marketing Officer at Blackboard. In her role as CMO, Christina is focused on communicating and representing Blackboard's mission to advance learning. Her team oversees all aspects of product marketing, brand, communications, and go-to-market strategies on behalf of Blackboard.

Prior to becoming CMO, Christina was responsible for the management of Blackboard's education technology portfolio designed for K-12. In this role, she was responsible for managing the product roadmap, the overall K-12 P&L, as well as the K-12 marketing strategy and client communications. Prior to joining the K-12 team, Christina was responsible for building and leading the Marketing and Enrollment Services division within Blackboard Success Services. In this capacity, Christina led consulting initiatives offering strategic marketing and enrollment planning services to Higher Education clients. She also previously served as the Sr. Director of Brand Strategy and Creative at Blackboard.

Prior to Blackboard, Christina spent 12 years in various marketing roles working in telecommunications. Christina has a bachelor's in business with a concentration in marketing from The University of Notre Dame. She lives in Maryland.