



Lou Pugliese

Innovation Fellow
Education Entrepreneurship Program
Graduate School of Education
University of Pennsylvania

Professional Biography

Over the past twenty years, Pugliese has developed a strong track record managing growth stage businesses and acquiring and developing a number of education organizations. Pugliese is currently Senior Innovation Fellow at Arizona State University and Managing Director of the Teaching and Learning Action Lab. Lou was recently former Chairman and CEO of Moodlerooms, the largest global provider of open source software and services for eLearning for the K to Work-force markets which was acquired by Blackboard. Prior to Moodlerooms, Pugliese was President of Learning Diagnostics Inc., an education consulting practice providing strategic planning in Business Intelligence in academic and administrative information architecture.

He was recently vice president of corporate development and company director at Educational Testing Service (ETS). In this capacity, Pugliese led corporate strategy and growth and strategic alliances for the secondary, post secondary, workforce and international education markets. Prior to his appointment in corporate development, Pugliese served as the vice president of market development, which included marketing, sales, market research, and business

Education

Speech Communications/Journalism,
Broadcast Journalism)
Pennsylvania State University

B.A. (Speech Communications/Journalism)
Penn State University

Areas of Expertise

Venture capital and private equity finance
Enterprise education software
development
Mergers and acquisitions
Education technology business strategy
Business intelligence systems
Assessment and psychometrics
Impact investing
Social entrepreneurship

development. Prior to this post, he was the CEO of ETS Pulliam, LLC, an ETS K12 subsidiary, and vice president of elementary and secondary education products and services where he led ETS's elementary and secondary education product development and customer facing activities. These included professional development, technology products and services and assessments.

Prior to ETS, Pugliese was an entrepreneur in residence at Novak Biddle Venture Partners, an equity financing firm established in 1997 to provide assistance to the management of young, information technology businesses. There he shaped the strategy for private equity investments in early stage educational technology companies. While working with Novak Biddle, Pugliese was named CEO of AnswerLogic, a software company that delivers online question answering solutions for business through its innovative natural language processing technology. Pugliese's affiliation with Novak Biddle began with the firm's early stage lead position in Blackboard, Inc., where he was founding CEO. Under Pugliese's leadership, Blackboard experienced 500 percent annual revenue growth rates, international customer expansion to more than three million individuals teaching and learning on Blackboard, the roll out of multiple products and services and attainment over \$50 million in private financing.

Pugliese served as vice president and chief operating officer of ETC, a subsidiary of Denver based Telecommunications Inc. (TCI). Prior to joining ETC, he was director of marketing and sales with Scholastic New Media in New York, and vice president of Turner Educational Services in Atlanta where he successfully launched CNN Newsroom and a variety of other educational ventures.

Pugliese is active in the Washington, DC regional and national technology communities and serves on the numerous local and regional boards in education and software related businesses. Pugliese is a noted international speaker on educational technology and has addressed a wide range of issues in education and education policy. He and his family reside in Oak Hill, Virginia.

Interests and Current Projects

- Digital Teaching and Learning Efficacy Research- Arizona State University
- Research and Development in Digital Innovation- Arizona State University
- Non-Cognitive factors of student success in digital teaching and learning environments
- Technical and instructional design in Add-adaptive and machine based learning applications
- Learning efficacy in nontraditional digital delivery modalities
- Economic development through the development education infrastructure- Jacmel Haiti 2014- Present

Interests and Current Projects

Machine Learning-The Next Big Haboob-Arizona State University

Adaptive Learning Systems: Surviving the Storm-Educause Review

New Age of Learning Management Analytics – Educause Review

Action Analytics: Measuring and Improving Performance That Matters in Higher Education-Educause Review

Framing Action Analytics and Putting Them to Work- Educause Review

A Post LMS World- Educause Review

A Vision of E-Learning for America's Workforce: Report of the Commission on Technology and Adult Learning