

Mari Pearlman, Ph.D.

INDEPENDENT EDUCATION CONSULTANT *January 2008 to the present*

Clients include the Woodrow Wilson Fellowship Foundation, Education Development Center (Boston), the Education Study Center (Washington DC), DGLI (Bonn, Germany); University of Cambridge ESOL Assessments; the American Federation of Teachers; the National Education Association; Global English, Inc.; Comartis, Inc. (Zug, Switzerland); Catapult Learning, Inc.; New Jersey State Department of Education; New York State Regents Research Fund; EF (Education First); Teachscape, Inc.

CATAPULT LEARNING, INC. *June 2009-July 2010*

Philadelphia, PA

Senior Vice President, Education

Chief academic officer, responsible for restructuring product development, particularly teacher and school leader professional development and evaluation, establishing a foundation for research on results of Catapult's RTI work in K-12 schools, and developing an approach to new product lines for public schools.

EDUCATIONAL TESTING SERVICE

Princeton, NJ

Senior Vice President, Higher Education Division 2003–December, 2007

- Managed ETS's core business, reporting to the CEO, including relationships with largest clients and major brand management [College Board programs (SAT, AP, PSAT, CLEP); GRE, TOEFL, Praxis]
- P&L responsibility for 80% of ETS's revenue (\$525 - \$580mm) and 100% of corporate operating net
- Responsible for maintaining and strengthening critical constituent and influencer relationships
- Extensive work with higher education constituent organizations (CGS, AASCU, GRE Board, TOEFL Board, TOEFL Committee of Examiners)
- Deep involvement with teacher education, development, and quality issues and organizations (NCATE, TEAC, NEA, AFT)
- Broad experience with congressional and state legislative testimony and staff support
- Established new lines of higher education business and new business paradigms, with particular emphasis on community colleges and workforce readiness markets
- Launched 12 new products in three new market niches
- Generated multiple publications and presentations on issues of higher education reform, teacher quality, and assessment design and interpretation

Vice President, Teaching & Learning Division 1998-2003

- Managed ETS's teacher-related businesses (\$150 mm annual revenue; 150 staff), reporting to the CEO
 - Increased gross revenue by \$40 mm
 - Increased net by 75%
 - Secured eight new long-term contracts
 - Created five new products and product lines, for a total value of \$15 mm

Executive Director 1996-1998

- Established and managed relationship with National Board for Professional Teaching Standards and all project-related work for this major client
- Created ETS's teacher professional development brand and product line, the Pathwise® Series

Earlier Positions 1981-1996

Held a series of increasingly responsible positions in various parts of the organization, beginning as a test developer, and moving through project and program management, customer and client development and responsibility, new product and brand creation and management. From 1986 forward, all of these roles involved leading and managing groups of people, and accountability for budgeting, forecasting, and fiscal outcomes of all work and projects.

Previous Employment 1968 -1981

Held various teaching positions in public high school and university settings.

Education

AMP 2003
Ph.D., English
BA, English

Harvard Business School
Rutgers University
University of Utah (*magna cum laude*)

Boards and Advisory Appointments

- Member CAEP (Council for the Accreditation of Educator Preparation) IB Commission
- Member New York State Technical Advisory Committee 2012 to present
- Member Western Governors University Assessment Committee 2012 to present
- President, Trenton Children's Chorus Board of Trustees

Selected publications and presentations

Publications

Mari Pearlman, "Aiming at Learning: Assessment as the Critical Link," Chapter 4 in V.J. Shute, B.J. Becker (eds.), *Innovative Assessment for the 21st Century*, Springer Science+Business Media, LLC 2010.

Mari Pearlman, "Design," Chapter 5 and "Scoring," Chapter 7 in Hattie and Ingvarson (eds.), *The National Board for Professional Teaching Standards--The First Decade*. New York: Elsevier, 2008.

Mari Pearlman, "Finalizing the test blueprint," Chapter 7 in Chapelle and Enright (eds.), *Building a Validity Argument for the Test of English as a Foreign Language*. New York: Taylor and Francis, 2008.

Mari Pearlman, "Technical review of the Massachusetts Adult Basic Education (ABE) licensure model," www.doe.mass.edu/acls/abecert/ets/0220_bulletin.html, February 2004.

Mari Pearlman and Richard Tannenbaum, "Teacher evaluation practices in the accountability era," *International Handbook of Educational Evaluation*. : Kluwer, 2003.

Mari Pearlman, "Teacher evaluation practices," MacMillan Encyclopedia of Education, 2 Edition, 2001.

John Holloway and Mari Pearlman, "Reform through standards: the ultimate challenge," *Principal Leadership (HS Edition)*, Vol. 1, no.5, January 2001, pp. 40-44.

Drew Gitomer and Mari Pearlman, "Policies for teacher improvement," *Educational Horizons*, vol. 78, no. 3, Spring 2000, pp. 129-130.

Andy Latham and Mari Pearlman, "From standards to licensure: developing an authentic assessment for school principals," *Journal of Personnel Evaluation in Education*, Vol. 13, No. 3, Fall 1999, pp. 245-263.

Martha Stocking, Len Swanson, and Mari Pearlman, "Application of an automated item selection method to real data," *Applied Psychological Measurement*, Vol. 17, No. 2, June 1993, pp. 167-176.

Presentations:

- Webinar series "Learner-Centered Leadership," for school leaders, on EdWeb.net, sponsored by NASSP, January – December 2011 (www.EdWeb.net/schoolleadership)
- "Performance Assessment Tasks," invited workshop for NJ DOE Connecting to the Common Core Institute, July 13, 2011
- Invited keynote address, "How do you know? Why Empirical Investigation Matters," Teacher Accreditation Council Annual Meeting, February 23, 2011, San Diego CA.
- "Results-Driven Leadership: Creating a Culture of Evidence," 2010 Curriculum Improvement Conference, June 25, 2010, Philadelphia PA
- "AFT Innovation Fund: Evaluation Considerations," webinar presentation, AFT headquarters, Washington DC, August 7 2009
- "Teacher Licensure: Where Have We Been, Where Are We Going, and Who's Driving," NEA, Washington DC, June 4, 2009

- “Assessment Basics,” Global English, Inc., San Francisco, CA, February 26, 2009.
- Invited keynote address, “Aiming at Learning,” Florida State University College of Education “Assessment for the 21 Century: Insight” October 30-31, 2008
- Invited panel presentation, “Assessment as a critical enabler”, National Redesign Alliance Conference (sponsored by the Center for Academic Transformation), March 19, 2007.
- Invited address, “Higher education accountability: instruments and measures,” American Association of State Colleges and Universities (AACSU) Academic Affairs Winter Meeting, February 3-6, 2007.
- Invited panel presentation, “Measuring outcomes in higher education: must accountability mean testing,” Heckinger Institute Annual Seminar for Higher Education Reporters, November 19, 2006.
- Invited workshop “Performance assessments for adult education: how to design performance tasks”, National Academies Board on Testing and Assessment and Center for Education, 2002. [Also appears in *Performance assessment for adult education: exploring the measurement issues: report of a workshop*, Mislavy and Knowles (eds.), National Academy of Science, 2002.]
- Keynote address, “Kissing the frog: how teachers can transform testing”, AFT QuEST Professional Development Conference, 2001. [Available at AFT Online]
- Keynote address, “Developing and implementing performance assessments for teachers”, Consortium for Policy Research in Education (CPRE) National Conference, 2000.