

**Elluminati Florida
Regional User Group Conference**

Presenter Bios

Maurice Heiblum, Elluminate

As President of Elluminate USA, Inc., Maurice provides the leadership for generating new market opportunities, building Elluminate's distribution channels, driving sales, developing and executing the company's marketing strategy, and managing U.S. operations.

Maurice has 22 years of executive, sales and marketing management experience in the IT industry with start-ups and publicly traded organizations. Prior to Elluminate, Maurice served as the Founder and CEO of FindGoodHelp.com, a reverse auction services exchange. Prior to FindGoodHelp.com, Maurice served as Vice President, Product Marketing at Viasoft (now ASG Software) where he built a highly profitable \$75 million software and services division from the ground up in just over 18 months.

Maurice also served as President of The Sound Marketing Group, a point-of-sale advertising company which was subsequently sold to the Inventure Group. Prior to that, Maurice held a number of increasingly responsible management positions over a 13-year career at IBM including Marketing Operations Manager for a \$1 Billion sales region, Marketing Manager for the City of New York, US Marketing Executive for Desktop Operating Systems and Advisory Sales Representative in New York. Maurice graduated from New York University with a bachelor's degree in Finance and Marketing.

**Carl Stucke, Georgia State University
BIO PENDING**

John Coffey, University of West Florida

Dr. John W. Coffey holds a B.S. in Psychology from the College of William and Mary (1971), a B.S. in Systems Science (1989), an M.S. in Computer Science/Software Engineering (1992), and an Ed.D. in Instructional Technology (2000) from the University of West Florida (UWF). His dissertation demonstrates extensions to the method of representing a knowledge domain for which Drs. Ken Ford, Alberto Cañas and he received a software patent in 1996. Since 1992 he has divided his time between the Computer Science Department at UWF where he holds an Associate Professor position, and the Institute for Human and Machine Cognition (IHMC), Pensacola, FL. Coffey has taught 11 different courses in the Computer Science department, ranging from survey courses to the graduate level Advanced Programming Languages class. In his work for IHMC, he served as the principle software developer on the NUCES Project, and developed the software for the VNet portion of the Quorum project. He has served as a knowledge engineer on projects with NASA Glenn Research Center, Boeing, the U.S. Navy, the Electrical Power Research Institute, and many others. His current research interests include knowledge elicitation and representation, advanced technology for education, student modeling, and educational applications of semantic web technologies. He has authored more than 50 journal papers, book chapters, technical reports and conference proceedings.

Dr. John Cavanaugh, President, University of West Florida

On July 15, 2002, Dr. John C. Cavanaugh became the fourth president of the University of West Florida and the first selected by a local board of trustees.

Born in Terre Haute, Ind., and raised in Wilmington, Del., President Cavanaugh received his baccalaureate degree in psychology with high honors from the University of Delaware and his master's and doctoral degrees in psychology from the University of Notre Dame. President Cavanaugh is a fellow of the American Psychological Association, the Gerontological Society of America and a charter fellow of the Association for Psychological Science. He was an American Council on Education Fellow. He is the author or coauthor of 12 books and more than 70 articles and chapters on topics in aging, teaching, information

technology and higher education. He served as the chair of the State University President's Association for the state of Florida, and as president of the Florida Association of Colleges and Universities.

More details about Dr. Cavanaugh are available from <http://uwf.edu/president/bio.cfm>.

Dr. Scott Marzilli, University of West Florida

Thomas Scott Marzilli, of Pace, is the president of the UWF Faculty Senate and representative to the Board of Trustees. He is currently serving as the faculty athletic representative for the University of West Florida. Dr. Marzilli earned his B.S. and M.S. degrees in Kinesiology from the California Polytechnic State University and his Ph.D. in Movement Science from Florida State University. He is currently an associate professor in the Department of Health, Leisure and Exercise Science and has been at UWF for eight years.

Kathy Clower, Florida Community College of Jacksonville

Kathleen M. Clower, Director of Instructional Media at Florida Community College at Jacksonville (FCCJ), has been in distance education for more than 20 years. She has produced two English Composition telecourses as well as several non-credit programs distributed nationally by PBS, designed the inter-campus instructional videoconferencing system, produced numerous international satellite events, and currently oversees video, CD-based and other non-traditional methods of course materials. She serves as FCCJ's representative to the Florida Distance Learning Consortium and is currently working on developing a state-wide tutoring program for distance learners. Kathy has a bachelor's degree in psychology from West Virginia University and a M.Ed. in educational psychology from the University of Hawaii. She completed post-graduate work in educational media and instructional design at The University of Florida.

Dr. Richard Schilke, Florida Community College of Jacksonville

Dr. Richard Schilke is the Associate Dean for Florida Community College Jacksonville's Virtual Collage. In that capacity he supervises ten staff and 239 adjunct faculty teaching online courses. In the 2006-2007 school year the Virtual College alone presented 1,031 online sections with a total enrollment of 23,489. Dr. Schilke has used Elluminate for several years facilitating staff development training, virtual focus groups, and most recently the Virtual College Adjunct Convocation.

Valerie Schreiner, Elluminate

Valerie Schreiner is responsible for the Product Management process at Elluminate serving as the cross functional lead for the team who create and deliver all of Elluminate's products. In this role, she is responsible for our products throughout the execution cycle including: gathering product requirements and use cases, creating design concepts, defining the product user interface, and working closely with engineering, quality assurance, support and marketing to implement and launch products to the market.

Prior to this position, Valerie was an Enterprise Account Manager for Elluminate, covering the Corporate, Federal and Educational sectors. Before joining Elluminate, Valerie has served in a variety of strategic selling and technical roles at Microsoft, PlaceWare, Appiant Technologies, Syclo, Centigram Communications and Optisave (now Huron) Consulting. She received a B.S. in Marketing from Northern Illinois University.