

# SME Conference 2022

## Speakers



**Laura Summers – Director, Bookmachine**

Laura Summers started her career in-house, working at Leading Education Publishers – Pearson Education, Oxford University Press and Cengage Learning, before moving into the world of start-ups. She started BookMachine Creative Agency in 2017 and the agency is now renowned for stand out digital marketing and a highly-experienced digital product team. Laura leads the growing team of specialists working with education businesses globally.



**Ekaterina Cooper – Deputy Director of Research Accelerator, Educate Ventures Research**

Ekaterina is a Deputy Director of Research Accelerator at Educate Ventures Research. She has worked with EdTech companies since 2018, helping them in developing a research mindset and integrating evidence-based processes into product and business development. She has a PhD in Developmental Psychology and MSc in Public Health. Ekaterina's area of expertise is research methods and psychometrics, developed over the last 15 years through her involvement in a wide range of research including randomise-control trials and international research.



**Murray Morrison – Founder & CEO, Tassomai**

Murray is the founder of Tassomai, an award-winning, evidence-backed education software that uses adaptive algorithms to increase outcomes and empower teachers with diagnostic data. With a background experience split between teaching, professional music performance and elite sport, Murray applied the behavioural science and psychology foundations of sport and music practice and coaching to support the educational needs of his students to develop the software. Tassomai is now widely used around the UK and internationally, and is having a proven impact on student progress and attainment as well as reducing teacher workload as its data is used to inform setting, schemes of work and intervention strategy.



**Stanton Ross Wertjes – Teacher, Oasis Southbank Academy**

Stanton Ross Wertjes currently teaches GCSE Science and A-Level Physics in Lambeth, London. He earned a degree in Music Education from the Jacobs School of Music at Indiana University before retraining as a science teacher through Teach for America, first moving to the United Kingdom in 2015. He is passionate about improving educational outcomes for disadvantaged communities, and has interests in curriculum design, instructional coaching, and linking educational technology to cognitive science.



**Andrew Sayer – Assistant Director – Export Programmes, Department for International Trade**

Andrew began his career in banking before moving to insurance. He joined Sun Alliance overseas company and worked around the world ultimately becoming their Global Brand Leader. He then worked as an external consultant for Brand Finance working with clients such as Prudential, Shell and BT. He joined HMRC to lead their rebranding programme before joining a transformational government initiative looking at restructuring Government brands. He subsequently lead the Tax Credit campaign and was the external communications lead on the government's personal digital tax account. In 2015 he was seconded to the charity Business in the Community working as a Business Connector in Portsmouth. He joined the recently formed Department for International Trade in 2017.



**Jason Gould – Managing Director, Education Company**

Jason co-founded the Education Company, an organisation that has been supporting education suppliers for over 30 years. Jason and his team have worked with BESA to design the Selling to Schools event. The Education Company provides data management, marketing, CRM and website solutions for many of the UK's leading education suppliers. They have been supporting BESA members for over 30 years and have worked with BESA on many high-profile insight projects and training events.



**Caroline Allams – CPO & Co-Founder, Natterhub**

Natterhub, a gated immersive online safety and digital citizenship learning platform, provides primary schools with a tool to develop crucial digital soft skills to help young children to understand and navigate their digital landscape. Launched in 2020, multi award-winning Natterhub has been adopted by more than 5200 classes in over 72 countries worldwide, and the brand was selected as lead sponsor for the 2021 NSPCC How Safe conference. Caroline played a significant role in the £2.5M+ investment acquisition from TwinklHive.



**Jonathan Sullivan – Sales Director & Advocate of UK EdTech, Community Brands UK**

Jonathan Sullivan has worked in EdTech for over 17 years for a number of BESA members including Britannica Digital Learning, Impero Software and now as Sales Director at Community Brands. During this time Jonathan has gained a wealth of experience in driving revenue growth both here in the UK and Internationally. A strong believer in Partnerships and their ability to accelerate growth and engage new audiences, he is delighted to be able to support 110+ EdTech companies through their use of Xporter, helping them to increase their brand awareness and assist in achieving their business goals.



**Mark Solomons – Founder, CEO & Author, Welbee**

Mark Solomons is a wellbeing, leadership, culture, engagement and performance improvement expert. Working with senior school leaders for the last 12 years, his mission is to support them to transform culture, improve staff wellbeing and performance. Mark has an MBA from the globally recognised Cranfield Business School, with a focus on Organisational and People Development, and took a programme in Organisational Leadership at Carnegie Mellon University, Pittsburgh, USA. In 2015 he published his first book 'Building resilience, the seven steps to creating highly successful lives'. In late 2018 he founded School Wellbeing Accelerator, creators of Welbee – a highly effective online evaluation and staff wellbeing improvement tool.



**Andrea Welter – Assistant Head Teacher, Pheasey Park Farm**

Andrea Welter is an experienced Assistant Head Teacher from Pheasey Park Farm Primary School and Early Years Centre, which is part of the Elston Hall Learning Trust. During a long-standing career, Andrea has worked across the Primary phase; extensively in Year 6. With RE as a subject specialism, Andrea is passionate about and has expertise in PSHE, Secondary Transition, Key Stage 2 Writing Moderation, Wellbeing, SMSC and Community Links. A prolific networker and public speaker across different stakeholders and organisations, Andrea is a strategic thinker who leads by example and prides herself on integrity, teamwork, being a role model and a transferable skillset.



**Anthony Coxon – CEO, Two Commas Consulting, Chairman, EdTech Evidence Group**

Anthony's early working years were spent in the London advertising, marketing and print worlds, where he gained experience working in globally renowned companies including McCann Ericsson, DMB&B, Ogilvy and Mather, US company Brierley and Partners, as well as Donnelly's and Pindar. In the early 2000's he made the shift into the education sector for the then fledgling Newcastle-based education company Amazing Grades. In early 2006 Anthony met Ian Thompson and in September 2006 together they co-founded Soundbitelearning UK Ltd, the company behind GCSEPod. Anthony continues to be passionate about education and its importance for today's and tomorrow's learners, retaining his seat on the BESA Executive Council as well as being Chair of EEG.



**Nina Iles – Head of EdTech, BESA**

Nina works with BESA's Director General Caroline Wright and Director Julia Garvey on the development and delivery of the trade association's EdTech strategy, ensuring that the EdTech companies in full membership, as well as those who subscribe to its Launchpad service, benefit in full from all that BESA has to offer them. Nina has devoted the past 15 years of her life to the education sector and has a passion for people, meaningful communication and, of course, educational technology. Prior to working in the EdTech sector, Nina spent over eight years at TES Global, publishers of the TES and Times Higher Education and host to the largest network of teachers in the world. Before joining TES, Nina spent 10 years with UBM's Communications team.



**Caroline Wright – Director General, BESA**

Caroline joined BESA in 2012, becoming Director General in 2016. She represents BESA on a range of Government and sector advisory boards including the Department for International Trade's Education Sector Advisory Group. She has held a range of positions sharing insights and expertise on the UK education suppliers sector including Co-Chair of the DfE EdTech Leadership Group, the Worlddidac Council, and Education Investor Advisory Board. She is a Trustee of the Education Media Centre, judge of a number of prestigious industry awards UK's Trade Association Excellence Awards, Council of British International Schools Awards, Education Investor Awards. Caroline has been a recipient of the Education Investor's prestigious 'Outstanding Contribution to Education' award.