



**INTERACTIVE  
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**For Immediate Release:**

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**Education Market Research Company IESD Highlights Latest  
Projects with Launch of New Website**

***Site provides seamless integration to EDRoom, the private web space for  
conducting deep discussions***

NEW YORK, NY (January 15, 2013) - IESD (Interactive Educational Systems Design, Inc.), the leading market research organization for education, has launched a redesigned website featuring recent projects the company has undertaken and providing seamless integration with the company's online EDRoom focus group environment. The site, [www.iesdinc.com](http://www.iesdinc.com), offers easy access to information about services IESD offers in the areas of marketing/product research and analysis, product evaluation, and customer communication. The site also provides descriptions of IESD's management team, recent projects, client list, and news items involving IESD, such as national survey reports coauthored by IESD during 2012 on STEM education and on mobile technology for K-12 education.

IESD enjoys a high reputation among clients across the range of K-12 and higher education publishers and service providers. For example, IESD client Kristin De Vivo, VP of research and validation at Scholastic Inc., writes: "Working with IESD is a pleasure. Whether the need is for market research and analysis featuring a valuable 'outsider' perspective, effective customer communication, or product evaluation research, IESD always delivers high quality work—and always on time. Over the last 10 years, IESD's insight, professionalism, and integrity have made them a valued partner with Scholastic in the education marketplace. I look forward to continuing our collaboration in the years to come."

IESD's management team consists of highly talented, experienced and respected experts in the educational technology and publishing community. President and cofounder Ellen Bialo has served as chair of the Software & Information Industry Association (SIIA) Education Section board of directors, as an advisor to the National Science Foundation, as an industry awards judge for EdNET and the Association of

Educational Publishers, and as a member of the SchoolTech Exposition & Conference advisory board. She earned the QED Pinnacle Mentoring Award for her work in mentoring young professionals in the education marketing field. IESD vice-president and cofounder Jay Sivin-Kachala has designed and managed research projects for a host of education publishers, school districts, institutions of higher education, and non-profit institutions—including evaluations of program effectiveness and market research survey and interview projects. Dr. Sivin-Kachala has also collaborated on the design of award-winning educational software programs and has consulted on website content and design projects.

### **About IESD**

Interactive Educational Systems Design (IESD), Inc. provides a variety of services related to research and evaluation, marketing, and development of educational technology, multimedia products, websites, and print-based instructional programs. IESD was founded in 1984 and is currently led by Ellen Bialo and Jay Sivin-Kachala. IESD's clients include publishers of technology-based and print-based instructional products, technology hardware manufacturers, non-profit institutions, government agencies, and school districts.

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