



FOR IMMEDIATE RELEASE

## **Insight Education Group Appoints Don Rescigno President of Insight ADVANCE**

*Award-winning publishing and ed tech industry veteran will lead the human capital management division*

**(Encino, CA) December 8, 2015** — [Insight Education Group](#), a national leader in educational consulting and ed tech with a mission to support the growth of teacher and school leaders, today announces the hiring of Don Rescigno as President of [Insight ADVANCE](#).

Launched in 2014 with a focus on *ADVANCEfeedback™*, Insight ADVANCE is a three-product human capital management system that accelerates educator growth. Through live or video-based observations, *ADVANCEfeedback* enables observers to provide meaningful feedback, to identify and share specific examples of great teaching, and to organize support resources to promote educators' practices. In 2015, the platform won *Tech & Learning* magazine's [Award of Excellence](#) and was a finalist for *EdTech Digest's* Cool Tool Award.

"We're thrilled to welcome Don to the Insight ADVANCE team," said Dr. Michael Moody, the founder of Insight Education Group. "His extensive experience and track record of success in creating and promoting education products for more than 16 years will be key to growing the division. We're eager to continue expanding our impact on the field, and know Don will lead us in our mission to provide educators with the best support and tools they need for professional growth."

Rescigno is an experienced marketing and business-development executive and product innovator. He has created, marketed, and sold award-winning products recognized by Google, SxSW, *District Administration* magazine, *Tech & Learning* magazine, and others. He is widely known for being the creator of *StrataLogica™*, a product used in schools around the world. Don also served for 15 years as Vice President of Marketing and Product Development for Herff Jones | Nystrom, where he took a 100-year-old, print-based social studies publisher and helped navigate market shifts like NCLB and CCSS, while converting the product line to digital. Don was recently a featured speaker at the annual EdNET Conference, the education business industry's premier networking event.

"I couldn't be more excited to join Insight ADVANCE as President," said Rescigno. "Our team has created a high-impact suite of products that are making a difference for educators and administrators. ADVANCE can truly empower teachers to improve and help enhance the quality of feedback, moving districts and schools to the next level of teaching and learning. I look forward to working with the entire Insight team to serve our customers and grow the business."

### **About Insight Education Group**

Insight Education Group is a national educational consulting and ed tech company that supports the growth of teachers and school leaders. Since 2000, it has specialized in developing deep partnerships with school leaders to understand their unique challenges and work together to design and implement large-scale educator-effectiveness solutions that drive lasting change. For more information, visit <http://www.insighteducationgroup.com>.

**Media Contact:**

Jacob Hanson

PR with Panache!

Jacob@prwithpanache.com