

## BRADLEY J. DREWYOR

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[LinkedIn Profile](#) | [Digital Portfolio](#)

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### Professional Experience

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#### McGraw-Hill Education, Columbus, Ohio (1998–Present)

- **Product Sponsor**, Specialized Solutions for Math Intervention and Supplemental Programs
  - Spearheading revision of \$50-million math intervention program
    - Finalize and monitor budget and schedule for team of 15 development resources
    - Translate hands-on math learning into a digital delivery and interactive format
    - Present and train product to Marketing and Sales resources
  - Designed and delivered digital reinvention of iconic 52-year-old *SRA Reading Laboratory* program
    - Led team in budget, schedule, and development process
    - Partnered with digital vendors on instructional design and user interface
    - Earned distinction as 2013 SIIA CODiE Award Finalist for Personalized Learning Solution
- **Executive Editor**, Readiness and Intervention Solutions Learning Solution Center
  - Directed a development team in creating innovative, digital supplemental concepts for K–8 market
    - Managed staff of 4–6 editors and project workers
    - Launched *SRA KinderBound* ©2013, a kindergarten readiness solution offering assessment and instruction to prevent failure in the early grades
    - Leveraged existing print content to create all-digital *Instant Science* ©2012 product for K–6 classrooms, 2012 SIIA CODiE Award Finalist in Educational Technology
  - Led concept and proposal development of *SRA FLEX Literacy*, a computer-based literacy intervention system for Grades 3–8
    - Directed proposal approval for largest single intervention investment in MHE development history
    - Managed team of six editors and project workers in prototype development
    - Built budget and schedule, identified authors and development partners, presented concept to internal and external focus groups, and finalized instructional design
  - Managed \$70 million Direct Instruction product line and staff of eight editors and project workers
    - Provided Editorial leadership in responding to customer needs during highest sales year in Direct Instruction history in 2010
    - Developed hybrid print/digital product business case documents for revisions of two legacy programs in the Direct Instruction book bag
  - Developed the first digital-only supplemental product McGraw-Hill Education by translating *SRA Science Labs* from print to digital delivery, resulting in the *SRA Science iLabs* product.
  - Created the *SRA First-Grade Summer Reading Academy* ©2008, for the Leon County, Florida
- **Executive Editor**, *The REACH HIGHER System* and *Corrective Reading* ©2008
  - Succeeded in building a comprehensive reading intervention solution for adoption in Florida
  - Managed team of five editors and led all interactions between internal departments and author team
  - Responsible for developing digital Teaching Tutor professional development materials
- **Lead Editor**, *SRA Early Interventions in Reading* ©2005
  - Identified the potential for success in bringing a fresh Tier 2 reading intervention product to the market, resulting in a successful \$10 million product line that was recently revised due to past success
  - Worked with author team to create training materials and professional development offerings
  - Developed business case, formulated marketing plan, and presented concept to research centers
- **Project Initiator/Manager**, *SRA Information Station* ©2005
  - Led design and development of an online data collection and evaluation tool to support Direct Instruction products, working closely with in-house technology development team
- **Intervention Track Editor**, *Open Court Reading* ©2002
  - Assigned as lead editor on all Tier 1 and Tier 2 intervention materials for K–6 basal reading program
- **Level Editor**, *Reading Mastery Plus* ©2002, *Leamos español* ©2000
  - Facilitated the revision of Level 2 of a K–6 reading intervention program for adoption in Florida
  - Coordinated the development of the kindergarten level of a K–6 core Spanish reading program

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## Certifications and Associations

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- Project Management Professional® Certification, Project Management Institute
- Technology Integration Specialist Certification, Boise State University
- International Society for Technology in Education
- Direct Instruction Alliance for Learning (DIAL)

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## Educational Background

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- **Boise State University**, Boise, Idaho  
Master of Educational Technology  
November, 2008 – May, 2012  
GPA: 4.0/4.0
- **Otterbein College**, Westerville, Ohio  
Master of Business Administration  
June, 2001 – June, 2005  
GPA: 3.94/4.0
- **Otterbein College**, Westerville, Ohio  
Bachelor of Arts Degrees in International Business and in Spanish  
September, 1994 – June, 1998  
GPA: 3.94/4.0

Attended La Universidad de Guanajuato in Guanajuato, México, Fall 1996