



With a Vision of Empowering Every Person around the Globe to get the Learning they need and deserve,

ITWORX Education Announces Erik Goldenberg as the New CEO

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Egypt, Cairo

ITWORX Education, the market leader in educational mobile platforms in the Gulf and Middle East, announces the appointment of Erik Goldenberg as its new CEO. Erik comes as the successor of Hatem Sallam, with an aspiration to impact the lifelong journey of learning for every person to be an engaging and empowered one through digital transformation.

Erik's tenure with ITWORX Education started before his appointment as CEO, where he was advising ITWORX Education with its America's Regional expansion. As of July 1st 2018, Erik has been officially appointed as the new CEO of ITWORX Education, leading all the facets of business worldwide.

Erik started his early career at Apple, centered around the retail business in the tech industry. Erik then spent close to twenty years at Microsoft leading local, regional and global businesses in Corporate and Public Sector.

Erik's journey with Microsoft included many *intrapreneurial* roles involving strategy, sales and marketing; helping enable over ten million first time users with digital devices per year, with the vast majority in the education segment. During this time Erik led various education transformation public-private programs in cooperation with governments globally. Erik's latest role in Microsoft was in the Redmond headquarters where he led the Worldwide Education Small and Midmarket Solutions & Partners business, creating a whole new sales engine with dedicated teams focused on driving impact in education around the world, serving over 350 thousand organizations and equipping 12 million users with cloud technologies.

In 2016 Erik founded and led StrateVast, a company based in Bellevue WA USA, specialized in helping tech companies from around the world expand into new markets, working with over 150 companies from around the world



Commenting on his new role, Erik said, "I am thrilled to join ITWORX Education, an organization that blends true ingenuity and technology enabling people and organizations around the world to learn. We believe that education and learning are at the heart of the digital transformation era;

As such, we have a vision of disrupting their norms as we know them today, making the experience more interactive, accessible and engaging."

He adds, "I see learning as a lifelong journey, one that begins at the young age and continues on to the workplace. People are naturally curious, with an eagerness to know more, understand more; but learning isn't always easy or accessible. This is where technology comes in enhancing accessibility to the learner and transforming the process into an engaging, fun activity, meanwhile empowering teachers & education decision makers with all the tools they need.

Technology can help change the world today; from that front I envision learning and education as the true investment to which technology is an enabler. Our vision at ITWORX Education is to reach 40 million users around the globe over the next 4 years, empowering them throughout their quest to equip themselves with the knowledge they need and deserve to reach their full potential."

ITWORX Education, is headquartered in United Arab Emirates and is backed by EuroMENA, a private equity fund established in 2006 with the participation of the European Investment Bank and Proparco. The company provides technology solutions for education and learning, through products and services that digitally transform the learning experience for students, teachers, education decision makers, and corporate learning aiming to raise learning outcomes, teacher effectiveness and institutional development. ITWORX Education is specialized in innovating learning solutions that can scale from Nation-wide implementations deep down to class level, where it has worked with several Ministries of Education in Middle East and Gulf such as the Egyptian, United Arab Emirates, and Kingdom of Saudi Arabia.

Erik concludes, "Our end in mind is to create compelling learning experiences leveraging the benefits of new technology and digitalization to empower stakeholders, learners, instructors, and decision makers to receive the tools that will empower them".

About ITWORX Education

ITWORX Education is a market leader in educational software solutions that innovates solutions serving K-12, Higher Education, Public Sector, and Corporate Learning, in addition to providing Consulting services in the education and learning field.

ITWORX Education is on a journey to disrupt traditional education around the world. They lead and facilitate this transformation through the power of technological innovation. Since their

Inception, ITWORX Education has been on a mission to change the face of the learning and education industry, and to bring learning to those who do not have access. Powered by their



Knowledge and expertise in nation-wide implementations that support life-long learning, their solutions are now at the core value chain of education, driving learning outcomes to offer a digitally transformed learning experience to all citizens of the world.

A Microsoft Strategic Education Partner, ITWORX Education holds an impressive track record in delivering customized software solutions across the Americas and EMEA regions, with deployment success stories in over 1,400 schools. Applying its experience in the learning and education industry, the company enables education authorities, private and public schools, academies, and colleges to realize their learning visions effectively and efficiently through technology.

ITWORX Education has been recognized in various awards such as Bett MEA, GESS Dubai, and Microsoft Global Partner of the Year awards.

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