



**Company:** Creative Learning Systems, LLC  
**Title:** Vice President of Product Development and Academics  
**Reports to:** CEO or COO  
**Location:** Longmont, Colorado or Remote

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### **The Company:**

Creative Learning Systems (“CLS”) develops and installs engaging STEM and digital media programs for elementary, middle, and high schools, which CLS has branded as *SmartLabs*. These programs align well with the market’s current desire for more student-centered, personalized learning. **To apply for this position, please send an email with your resume and the position title in the subject line to [Careers@CreativeLearningSystems.com](mailto:Careers@CreativeLearningSystems.com).**

[Click here to watch a SmartLab in action](#)

Since first creating a technology lab in a U.S. school in 1987, CLS has pioneered STEM and digital media arts programs and a related web-based curriculum in K-12 education. Together with partner schools across the country, CLS has put technology in the hands of students and engaged them with personalized, project-based learning. While the technologies behind CLS’s learning solutions are ever evolving, the guiding principles remain constant:

#### **Engagement**

*Why:* Engaged students are more focused in class, have fewer disciplinary issues, build stronger critical-thinking skills, and authentically connect to their learning.

*How:* We engage students in hands-on, project-based learning experiences that support and reinforce academic content—specifically STEM topics.

#### **Empowerment**

*Why:* Empowered learners become empowered adults who are equipped with the next-gen skills required for post-secondary success.

*How:* We empower students to own their learning and approach challenges with creativity. This helps them develop the confidence needed to thrive in a rapidly evolving world.

#### **Experiential**

*Why:* When learners use age-appropriate, pre- and professional tools in real-world settings, they're more prepared for college and career.

*How:* Through experiential learning, students connect real-world problem-solving to core academic content, which helps them make more informed decisions in the future.

#### **Personalized**

*Why:* When learners have voice and choice to determine which projects they want to pursue, they are more intrinsically motivated.

*How:* With open-ended engagements, educators and facilitators collaborate on projects that support their students' achievement, while ensuring learners can pursue projects they're passionate about.

### **Collaborative**

*Why:* Collaborative learning helps students develop higher-level thinking, verbal communication, self-management, and leadership skills, which prepares them for post-secondary success.

*How:* We purposely build collaboration into our learning spaces. Through collaborative work, learners use critical thinking to make meaning of facts, develop communication skills as they present their learning, and creatively solve problems.

Creative Learning Systems is a rapidly growing company that was recapitalized by Brass Ring Capital ("BRC") in February 2017. During BRC's ownership, CLS has invested heavily in both operations, and infrastructure, and is ready to rapidly scale under the leadership of recently appointed CEO, Ashley Mathis.

BRC is a private investment firm focused exclusively on ownership transitions and opportunities to profitably grow companies to the next level. Its collaborative approach targets acquisitions and recapitalizations that provide owner-managers with the necessary resources to achieve their potential.

### **The Position:**

The Vice President of Product Development and Academics will report to the Chief Executive Officer and will oversee the development and expansion of CLS's product roadmap.

The position is a critical hire to support CLS's growth for the next 5 years. This candidate must have an entrepreneurial spirit and be able innovate on products. The candidate must be an excellent communicator, tech-savvy, and a team player with a passion for education and a history of building success and releasing digital products.

### **Duties**

- Own the company's product vision and roadmap based on stakeholder feedback, market analysis, and data driven decisions.
- Be a strong leader to Academic and content teams to deliver on new and maintenance product development work.
- Collaborate with stakeholders and development teams to conceptualize and build a rich and engaging digital platform for K–12 learners and educators.
- Facilitate the production of new products in an agile development process, transition products to a subscription model, and institute the correct process improvements to make the transition successful.
- Collaborate with Marketing, Sales, and Operations to ensure adequate knowledge and accountability of new product initiatives and successful product launches.
- Make market-driven decisions by partnering closely with customers to ensure we're delivering excellent experiences while driving learning outcomes.

- Serve on the CLS Leadership Team to help define the overall vision and direction of the organization.
- Contribute significantly to overall product and organizational growth strategy.

### **Qualifications**

- Trustworthy; personal and professional integrity in all that they do.
- 10+ years in Product Management in EdTech
- Strong leadership skills including collaboration and communication
- History of developing and launching digital products in EdTech space
- Proven track record of developing, monitoring, and improving products and processes
- Proven ability to be strategic
- A natural leader and strong communicator with effective leadership and influencing skills, who can instantly inspire confidence and drive results
- Experience in K–12 EdTech market
- Detail oriented with excellent organizational skills
- Located in Denver Metro area or able to travel there 4–6 times a year
- Ability to prioritize and work independently
- Ability to collaborate with all departments to support the customer's lifecycle
- Proactive, able to multi-task, and work with multiple individuals to forge strong interpersonal relationships
- Persuasive and engaging written and oral communication skills
- Bachelor's degree
- Teaching experience a plus

### **Desired Personal Characteristics**

- Trustworthy; personal and professional integrity in all that they do.
- Empathetic leader with good listening skills;
- Viewed as a team player and partner to the business, with open door availability to its people.
- Intelligent and driven to succeed with a high energy level.
- Ability to buy into the mission of CLS to help learners throughout the United States.
- Understanding of education curriculum and pedagogies.
- Demonstrates confidence and credibility.
- A bias for action and speed, demonstrating agility and aptitude to the team.
- A competitive spirit and sense of entrepreneurship.
- Ability to contextualize opportunities and decisions within “the big picture.”
- A natural command of the details and ability to provide accurate information to leadership.
- Willingness and courage to speak-up with candor.