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Consumer education brands and their virtual school are one system—print SKUs, LMS, and enrollment have to move together.

WHAT I DID

- Managed IL@Home spanning Calvert Homeschool and Alpha Omega Publishing (~$48M annual brands).
- Oversaw the associated virtual school alongside two LMS platforms serving ~55,000 students.
- Stewarded 1,300 print SKUs while partnering on LMS and headless ecommerce rebuilds.

WHAT I LEARNED

- IL@Home works when brand identity, academy operations, and digital delivery share one roadmap.
- Legacy print catalogs need portal and commerce modernization without breaking enrollment season.

OUTCOMES

$48M AOP + Calvert brand scope	IL@Home + virtual school ownership
~55,000 students on two LMS platforms	1,300 print SKUs under management

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