VICTOR FITZJARRALD

Vice President of Academic Services

Creative Learning Systems · 2015–2021 · Longmont, CO

Product leadership in EdTech starts on the lab floor—iPads, curriculum, LMS, and trainers before board decks.

WHAT I DID

- Shipped the first product as an iPad addition to the SmartLab, then integrated new curriculum and math alignment.
- Led LMS transition and on-site computer setup models with user continuity.
- Served on the leadership team as lead trainer and featured keynote while owning board roadmap and P&L.;
- Expanded the portfolio 2→8 lines; migrated 900 resources to HTML5.

WHAT I LEARNED

- The first digital product teaches the company how to ship every product after it.
- Math alignment and LMS transitions fail without trainers who can stand in front of districts.

OUTCOMES

$18.6M revenue / $1.4M ARR P&L	2→8 product lines
900 resources to HTML5	99.9% support satisfaction (2 years)

REFERENCES

“It has changed the game. Being able to actually build, being able to actually code, being able to design. Kids light up when they’re problem-solving in math.”

— Rivera, Samuels Elementary (Denver) — SmartLab HQ outcomes (2016)

“I was a SmartLab facilitator from 2015–2017… Teaching in the SmartLab was career-changing for me and gave me a love for STEM!”

— Heather Fleck, Educator (public SmartLab testimonial) (2017)

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