

Richard Jones  
City Clerk  
City of Newburyport  
60 Pleasant Street  
Newburyport, MA 01950

Bruce Bergwall  
32B Bromfield Street  
Newburyport, MA 01950  
978 518-5830

October 5, 2022

**Re: Candidate for the open School Committee position**

Dear Mr. Jones,

Please accept this letter as my request to be considered as a candidate for the Newburyport School Committee. I dropped off a copy of my CV at your office yesterday. Given my decades of experience serving the educational community, I believe I have much to bring to the School Committee, and I look forward to taking the next steps.

Thank you in advance for your time and consideration.

Sincerely yours,

*Bruce*

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CITY CLERK'S OFFICE  
NEWBURYPORT, MA

2022 OCT -4 PM 3:57

Bruce Bergwall

Confidential

32B Bromfield Street  
Newburyport, MA 01950  
(518) 265 6882  
bbergwall@gmail.com

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**Summary:**

Bruce is a global learning leader with 25+ years of success selling technology and SaaS-based learning and training solutions to Secondary, Post-Secondary and Enterprise markets. He has worked in EdTech, FinTech, and Media (Ad Rev / Lead Gen), and his specialty is helping prospects and clients see and solve problems that drive new revenue. Bruce is a doer and a quick learner who knows how to listen and make the complex simple and actionable. His management style is more coach than "manager" but focuses on rigor and process. He is a collaborator that understands the importance of working with a team yet takes responsibility to see a task through to its completion.

*Record of Accomplishments:*

**Prometric, Baltimore, MD**

Vice President, Business Development

November 2020 – December 2021

Leading Prometric's foray into a new enterprise-level customer base and back into the tech industry. Established new opportunities with top F500 prospects, including Johnson Controls, Qualcomm, and Google Cloud, resulting in **\$2M+ ACV**. Established new channel partnerships with Wiley, Skillsoft, True Ability, and ATD. Worked with leadership to redefine and reposition Prometric and its all-new remote assessment solution.

**PEARSON, Boston, MA**

Vice President, Learning Strategy & Development

September 2013 to Nov 2020

Bruce co-founded Pearson's newest business unit that focused on aligning tuition reimbursement spending with the long-term talent needs of employers worldwide. We secured new partnerships with employers, including Penguin Random, Verizon, Aerotek, Cognizant, and Accenture.

Higher Ed Markets - Private sector

September 2013 - December 2015

Managed the revenue and relationship for Pearson's largest private-sector college market

*Awarded Pearson's top-performing BD for 2016, closing contracts valued at \$8.2M (ACV) / \$24M+ (TCV)*

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**Woz U** Scottsdale, AZ February 2018 to Feb 2019  
Sr. Vice President of Business Development  
Led a new B2B strategy to drive enrollments from F100 employers. Secured a new multi-million-dollar agreement with Allegis Group to provide Woz U's training to its 200,000 employees.

**Atwood Capital Partners** New York, NY 2012 - 2013  
Managing Director - Member FINRA/SIPC

**Google**, Mt View, CA May 2011 – March 2013  
B2B Consultant for new "Caravan" lead gen. solution for industrial sellers

**Panopto, Inc.** Pittsburgh, PA November 2010 to 2012  
Senior Vice President Sales, NA

**CompareNetworks, Inc.** South San Francisco, CA 2009-2010  
Vice President of Business Development

**GlobalSpec, Inc.** E. Greenbush, NY 2005-2009  
Vice President of Business Development

**Thomson Learning.** Clifton Park, NY/Ann Arbor, MI 1998 - 2005  
Sr. Director, Business Development

**Bergwall Video Productions, Inc.** Chadds Ford, PA 1985 - 1998  
President/Founder  
Founded, grew, and sold this educational television production business to Thomson in October 1999 after producing over 500 educational TV programs. Pioneer in MPEG1 technology and its use.

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**Education:**

**The New School** (NYU) Certificate: Film & Television Production

**The University of Pennsylvania**, Bachelor of Arts, Economics

Articles/Interviews:

Bruce Bergwall interview with Rob Brown, "[The Future of Learning.](#)"

TV Interview

[Bruce Bergwall interview with C-Suite \(12/2018\)](#)

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