

## Former Apple EdTech Expert Alan Greenberg becomes Director at CareerFoundry.



By Melinda Barlow.

Berlin online tech skills educator **CareerFoundry** is pleased to announce the appointment of **Alan Greenberg** as its new Director. Formerly Head of Education at Apple, Greenberg's expertise will be the foundation to the ongoing development of a new platform, with the simple but revolutionary goal of teaching teachers how to teach code.

*"In the UK and worldwide there is an increasing demand for teachers to engage with digitally native students," Greenberg explains. "At CareerFoundry we've developed a 'teach the teacher' product to support education's next language challenge: the language of code."*

Recently, the UK government announced a long term strategy that would see coding become a fundamental part of the education curriculum for students aged 5 – 16 years old. This strategy commenced is part of a comprehensive approach to build a coding culture in the UK, reflecting practices already well established in other countries.

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CareerFoundry's CMO and Creative Director **Emil Lamprecht** is a passionate advocate for the training and mentoring of educators.

*"We've seen such a clear need for this. With governments saying every child needs to have a rudimentary understanding of code, schools are expected to implement this into their programs. However, finding schoolteachers who can code is a near impossibility, so creating a system to teach teachers to teach is a logical first step."*

After heading up EMEA High Education, Alan Greenberg became Apple's Head of Education in Asia and then moved on to Head of Higher Education in the UK. A business development and marketing specialist, Greenberg was one of the early pioneers of the EdTech industry. Through Apple EMEA he managed podcasting support programs and was an instrumental figure in Apple Education's 'iTunes Universities' roll out in Europe – enabling teachers to customise class experiences by using iPads and iTunes U as tools to enhance and improve teaching.

As Director at CareerFoundry, Greenberg has the opportunity to expand on these past experiences. Through development of new initiatives to change the way tech is taught by teachers, there can be improved learning outcomes for students. By ensuring every child can learn how to code and that teachers across the globe can access online resources, mentoring and support to teach them, CareerFoundry is educating the next generation of programmers. Greenberg explains:

*"CareerFoundry is the first startup I've come across with the courage to truly embrace change in the learning of computing skills in schools, and to do so in such a fundamentally new and exciting way".*

CareerFoundry's CEO **Raffaella Rein** spoke this week of Greenberg's appointment.

*"We are thrilled to have Alan on board, his knowledge and expertise in education technology are invaluable to CareerFoundry's mission. Together we are developing the skills of the next generation of talent for the opportunities of the future."*

*\*This article was originally commissioned by Career Foundry for their news and events page. It could be found at startuberlin.com. This is a copy of that piece retained before the content was archived when Startüberlin ceased operation.*