



Verso Names Paul Taylor New Vice President of Sales

Company Also Announces Opening of First U.S. Headquarters in San Diego

SAN DIEGO, Calif., Dec. 8, 2015... [Verso](#) announced today it has hired Paul Taylor as its new Vice President of Sales. Taylor joins Verso after working in a similar capacity for the past five years for Shmoop, an online education content company.

Founded two years ago in Australia and currently in use by 7,000 schools worldwide, Verso is focused on a “pedagogy first” approach to the implementation of education technology and professional learning. Verso builds professional communities that connect educators with teaching strategies that activate student voice and transitions all students from surface to deep learning.

[Colin Wood](#), Verso CEO and President, also announced his company is opening its first U.S. headquarters in San Diego, adding Taylor will manage the office.

“We’re excited to bring Paul on board as he is passionate about the K-12 sector and shares our approach to building long-term partnerships with customers,” Wood said. “As Verso is expanding rapidly in the U.S. – especially in California, Texas and South Carolina – it’s important for us to have a headquarters here, and someone with the passion and drive that defines Paul’s professional career.”

Taylor began his career as a corporate recruiter where he helped grow companies such as ValueClick and Efficient Frontier before spending the past six years in K-12 education. In his role with Shmoop, among building the sales and account services team, Taylor built partnerships with many schools, districts, and state-run agencies. Some of his most noteworthy partnerships were the ACT test prep partnership with the state of Utah, and test prep partnerships with Georgia, South Carolina, and Florida virtual school programs.

Wood said Taylor is a significant addition to Verso’s global team and will be especially integral to establishing Verso’s presence in California where he will sell [Verso Campus](#), the company’s personalized professional development platform.

For more information about Verso, visit its website at www.versoapp.com.

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