



## **Inspiration Software Promotes Amy Chan and Sid Snyder to Leadership Positions**

*Chan to Lead Visual Thinking and Learning Company's Marketing, Snyder to Guide Software Development*

**PORTLAND, Ore. – March 8, 2011** - Inspiration® Software, Inc., today announced the promotion of two long-term members of its team to director positions. Amy Chan, formerly senior product marketing manager, is the company's new director of marketing, and Sid Snyder is now the director of software development for the leader in visual thinking and learning.

Chan joined Inspiration Software more than seven years ago as a programs manager in marketing. During her tenure at Inspiration Software, she has been a key player in the marketing department, leading the development of the company's websites and managing numerous product launches, including the January 2011 launch of [Webspiration Classroom™](#), the company's new online writing, visual thinking and collaboration tool for students and teachers.

Chan has dedicated her career to the education technology industry. Before joining Inspiration Software, she was the director of product management at Riverdeep Interactive Learning, as well as a senior product manager at Edmark. She holds a bachelor of arts in business with concentrations in marketing and accounting from the University of Washington.

Snyder joined Inspiration Software 12 years ago as a senior programmer and in 2002 assumed the position of programming manager in the company's product development department. Prior to joining Inspiration Software, he was principal software engineer at Digital Equipment Corporation. He holds a bachelor of arts in philosophy and a master's in computer science, both from University of Michigan.

"At Inspiration Software, we are always particularly proud when we are able to promote excellent long-term employees to leadership positions," said Mona Westhaver, president and co-founder, Inspiration Software. "Amy's extensive background in both marketing and the education industry – combined with her thoughtful, analytical and creative nature and commitment to excellence – make her the perfect fit for leading our marketing department."

Inspiration Software CEO and co-founder Don Helfgott, who also serves as the company's chief technology officer, commented on Snyder's new position in software development: "Sid's deep knowledge of our products, his technical knowledge, management skills, commitment to quality and problem-solving, and professional drive are exactly what the department and our company needs in this new role."

For more information about Inspiration Software, visit [www.inspiration.com](http://www.inspiration.com), become a fan on Facebook at <http://www.facebook.com/InspirationSoftware> or follow on Twitter at

[www.inspiration.com](http://www.inspiration.com)

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<http://twitter.com/InspirationSW>. In addition, educators from around the world can connect and share their passion for learning strategies and education on the company's blog, Thinkspiration at [www.inspiration.com/blog](http://www.inspiration.com/blog).

***About Inspiration Software, Inc.***

Recognized as the leader in visual thinking and learning, Inspiration Software, Inc.'s award-winning tools, Webspiration Classroom, Inspiration®, Kidspiration® and InspireData®, are based on proven visual learning methodologies that help students think, learn and achieve. With the powerful combination of visual learning and technology, students in grades K-12 learn to clarify thoughts, organize and analyze information, integrate new knowledge and think critically. Founded more than 25 years ago by Donald Helfgott and Mona Westhaver, the company's visual learning tools are used today by more than 25 million students and teachers worldwide.