

## Contact

[www.linkedin.com/in/adamgeller](http://www.linkedin.com/in/adamgeller)  
(LinkedIn)  
[www.edthena.com](http://www.edthena.com) (Other)

## Top Skills

Non-profits  
Public Speaking  
Teaching

## Languages

English

## Honors-Awards

Forbes 30 Under 30  
Mark of Excellence  
Best General News Reporting  
New Science Teachers Academy  
Fellow  
LinkedIn Top Voices

## Publications

Evidence of Practice: Playbook  
for Video-Powered Professional  
Learning

## Patents

Categorized and Tagged Video  
Annotation  
Categorized and Tagged Video  
Annotation  
Categorized and Tagged Video  
Annotation  
Generation of Task Records Based  
on Context of Task Generation  
Request  
Device Stand

# Adam Geller

Helping K12 leaders streamline teacher PD | Former Teacher |  
Forbes Contributor  
Miami-Fort Lauderdale Area

## Summary

Are you looking to streamline observations for teachers? Teachers need feedback whether in classroom or distanced. Video observation can enable more frequent and targeted support from leaders, coaches, and colleagues.

Edthena is a video-powered professional learning platform. Teachers upload videos of their teaching, and colleagues provide timestamped feedback. See a quick-demo at <http://demo.edthena.com>

## About "Evidence of Practice: Playbook for Video-Powered Professional Learning"

With the right plan, video observation and video coaching can be a high-impact lever for accelerating teacher growth. This playbook draws from researcher and practitioner advice to offer 12 video-based strategies that readers can implement in their own context for facilitating professional development, including video PLC, virtual instructional rounds, and online lesson study.

## More about me:

Adam Geller is the founder of Edthena and author of "Evidence of Practice." He started his career in education as a science teacher in St. Louis, Missouri. Since 2011, Adam has overseen the evolution of Edthena from a paper-based prototype into a research-informed and patented platform used by schools, districts, teacher training programs, and professional development providers. Adam has written on education technology topics for various publications including Education Week, Forbes, and edSurge, and he has been an invited speaker about education technology and teacher training for conferences at home and abroad.

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## Experience

## Edthena

Founder & CEO

February 2011 - Present (12 years 2 months)

Edthena makes it possible for you to streamline observations, share best practices, and ensure that teachers reach their full potential to have the greatest impact with students. We do this with video observation tools that allow educators to analyze teaching and leave timestamped comments on the video.

## Forbes

Contributor

July 2018 - Present (4 years 9 months)

## Education Week - EPE

Education Tech Startup Blogger

October 2013 - September 2014 (1 year)

[http://blogs.edweek.org/edweek/the\\_startup\\_blog/](http://blogs.edweek.org/edweek/the_startup_blog/)

## Kauffman Foundation

Education Ventures Fellow

February 2011 - June 2011 (5 months)

## Teach For America

4 years 9 months

Director, Strategy & Innovation

July 2009 - February 2011 (1 year 8 months)

## Corps Member and Learning Team Leader

June 2006 - June 2009 (3 years 1 month)

Learning Team Leader (2008-2010)

Corps Member (2006-2008)

## Teach For Us

Founder

July 2006 - February 2011 (4 years 8 months)

connecting Teach For America teachers with each other for support and sharing their stories with the world

## ADR Mediation Services

Marketing and Digital Insights

August 2004 - August 2010 (6 years 1 month)

Saint Louis Public Schools

Science teacher

June 2006 - June 2009 (3 years 1 month)

Missouri Department of Elementary & Secondary Education

Assessment Consultant

January 2008 - June 2008 (6 months)

Alpha Epsilon Pi Fraternity

Director, Leadership Development

July 2005 - May 2006 (11 months)

Newstalk 1360 WCHL

News Producer and Anchor

March 2003 - June 2005 (2 years 4 months)

Chapel Hill, NC

Dateline NBC

Intern

June 2004 - August 2004 (3 months)

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## Education

University of North Carolina at Chapel Hill

B.A., Journalism (Chemistry) · (2001 - 2005)

University of Missouri-Saint Louis

M.A., Education Administration · (2007 - 2009)