



**Katherine Clark Joins SMARTHINKING As CEO**  
*Former Landmark Systems Founder And CEO*  
*Joins Market Leader In Online Tutoring*

WASHINGTON, D.C. – SMARTHINKING, Inc. ([www.smarthinking.com](http://www.smarthinking.com)), the market leader in providing online tutoring and academic support to students, has announced that Katherine K. (Kathy) Clark has joined the company as CEO. Burck Smith, the company's founder, will remain president of SMARTHINKING and will focus on StraighterLine, a division of SMARTHINKING providing students with a new online option for obtaining required college credits from accredited colleges and universities.

Prior to joining SMARTHINKING, Clark was the co-founder of Landmark Systems Corporation, an enterprise software company located in Reston, Va., that she started with two partners in 1983. Clark co-authored the company's first product and was responsible for product development, customer service, international sales and strategic marketing functions before assuming the role of CEO in 1994.

Under Clark's leadership as CEO, Landmark grew from revenues of \$30 million to more than \$60 million. She led the company through a successful IPO in 1997 and continued to serve as CEO until 2002 when the company was acquired by ASG Software.

Active in her community, Clark serves on the board of Shenandoah University in Winchester, Va., is a former board member of both George Mason University and the Virginia Foundation for Independent Colleges. She holds an MBA from George Mason University.

Clark is the former chair of the Northern Virginia Technology Council, the nation's largest council dedicated to promoting technological advancement. She has been recognized with numerous awards including George Mason Alumnus of the Year, KPMG Entrepreneur of the Year, the Earle C. Williams award for leadership in technology, Ernst & Young Entrepreneur of the Year.

"We are excited to have someone with Kathy's experience join the company to lead us through our next phase of growth," said Smith. "She is a great addition to the company's management team."

"I am honored to join Smarthinking. Burck Smith and his team have created a company with an excellent reputation and tremendous potential," said Clark. "I look forward to working with this team to continue to deliver high-quality services, innovation and great value to our customers, while increasing our industry-leading market share."

**About SMARTHINKING:**

SMARTHINKING is the market leader in providing online tutoring and academic support to students. Its services were honored with the Software & Information Industry Association (SIIA) CODiE award for Best Instruction Solution for Students at Home. Schools, colleges, universities, libraries, government agencies, textbook publishers and other education providers partner with SMARTHINKING to increase student achievement and enhance learning. SMARTHINKING connects students to e-structor®-certified tutors for assistance in math, writing, science and business, up to 24/7, on any Internet connected computer. SMARTHINKING's corporate office is located in Washington, D.C. For more information, visit [www.smarthinking.com](http://www.smarthinking.com).

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