



**Jeffrey Sugerman, Ph.D**  
*President and CEO*

Jeffrey Sugerman is the president and CEO of Inscape Publishing, a leading provider of training materials for the corporate market. Sugerman brings 20 years of experience in senior management, marketing and business development in the technology, training and publishing industries. He joined Inscape Publishing in 2001 to lead its transformation into an independent company after Carlson Companies sold it to Riverside Company, a New York-based private equity firm.

Prior to joining Inscape Publishing, Sugerman was the CEO of Point Cloud, Inc., an interactive product visualization company supporting e-commerce. Prior to Point Cloud, he served as vice president and general manager of Virtual University Enterprises, a division of National Computer Systems (now Pearson) that performs global IT testing and NCS Assessments, a provider of computer interpretive assessment instruments for use in health care, business and education. While at NCS, Sugerman successfully led acquisition programs, merger integration, business turnaround and global expansion efforts. Sugerman began his publishing career as a project director and product manager with Harcourt Brace Jovanovich.

Sugerman holds doctorate and master's degrees in psychology from Washington University in St. Louis, and a bachelor's degree in psychology from Northwestern University.

**Mark G. Scullard, Ph.D**  
*Director of Research*

Mark Scullard is the director of research at Inscape Publishing. At Inscape, Mark is responsible for product development, research strategies and data analysis. He has over a decade of research and data analysis experience when it comes to the development of psychological evaluation tools and methods.

Prior to joining Inscape Publishing, Mark was a research assistant with Cigna Behavioral Health, where he researched and developed a return-on-investment calculator for company clients. He also developed customer satisfaction and outcome measures, as well as consulted on the development of marketing strategies based on client outcome data analyses. He was also previously a research coordinator with McAllister Consulting Psychologists. In this role, he worked on projects designing and analyzing research on industrial/organizational issues for corporations.

Mark received his doctorate in psychology from the University of Minnesota, with a supporting program in statistics. He has also been an instructor at the University of Minnesota for over ten years. At the university, Mark's teaching curriculum includes psychology, experimental psychology and research methods and statistics.