

Education & Workforce Conference

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President
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Aimee Rogstad Guidera (Guidera Strategy) is a strategic consultant helping organizations align their efforts and investments to improve student learning and outcomes. Aimee most recently was the Founder, President and CEO of the Data Quality Campaign (DQC), a national, nonprofit organization leading the effort to empower educators, students, parents, and policymakers with the information they need to make the best decisions to improve student outcomes. Aimee believes that information has the power to transform education to ensure every child in this country is prepared for success in college and career.

A respected thought leader in education, Aimee was named one of [TIME's 12 Education Activists of 2012](#). She has also been cited as an expert on education policy and the value of education data by publications such as Business Week, NPR, and Education Week. Currently, she serves as a Distinguished Senior Fellow for the Education Commission of the States and on the Advisory Board for Harvard's Center for Education Policy Research. Aimee is a [Pahara-Aspen Education Fellow](#), member of the American Enterprise Institute's Leadership Network, and an alumna of the Institute for Educational Leadership's [Education Policy Fellowship Program](#). One of her career highlights has been having DQC named as [The Washingtonian's Best Places to Work](#).

Aimee is pleased to serve on the board of directors of the Policy Innovators in Education Network, Great Minnesota Schools, America Succeeds, and URTurn. Aimee is the immediate past Chair of the Board the Friends of the Hennepin County (Minnesota) Library and is actively engaged in St. Martin's by the Lake Episcopal Church.

Before founding DQC, Aimee served as the director of the Washington, DC, office of the National Center for Educational Achievement. She previously was the vice president and chief of staff for the National Alliance of Business (NAB), worked in the education division of the National Governors Association's Center for Best Practices, and taught for the Japanese Ministry of Education. Aimee received her bachelor's degree from Princeton University's Woodrow Wilson School of Public and International Affairs and earned a master's degree in public policy from Harvard's John F. Kennedy School of Government.

Aimee and her husband, Bill, are the parents of two school-age daughters. She has been an active supporter of her daughters' public school and has served as a classroom volunteer, parent-teacher organization leader, and advisory committee member. Aimee believes that parents, students, and teachers need to be equally valued and strong legs of the stool of academic success.