

John D. Couch
Vice President of Education
Apple



John Couch is Apple's vice president of Education and is responsible for driving Apple's sales and marketing strategy in the education market. He has over thirty years experience as a computer scientist, executive and advocate for technology in education. During his current tenure at Apple, John has led an Education division that has steadily grown units, revenue and market share every year since his return, eclipsing all sales milestones that have stood for nearly a decade.

Directly prior to his current position at Apple, Couch was the Chairman and Chief Executive Officer of DoubleTwist Inc, a leading provider of genomic information and bioinformatics analysis technologies which made headlines as the first company to provide a comprehensive annotation of the human genome. The year before joining DoubleTwist, he was Executive in Residence for Mayfield Fund, where he provided strategic planning, management and technology advice to high technology companies.

Couch began his professional career in 1972 as a software engineer at Hewlett-Packard, and held various software management positions at Hewlett-Packard.

In 1978 he joined Apple as Director of New Products reporting to Steve Jobs. He was Apple's first Vice President of Software and Vice President/General Manager for the Lisa division, Apple's first GUI Computer.

In 1985, he turned his focus to education at the Santa Fe Christian School where he initiated a program that turned this debt-laden private school into one of the first examples of how the creative use of technology can revolutionize learning in the classroom. Under his leadership as Chairman of the Board of Santa Fe Christian School, the school's annual losses were annulled as the student body grew from 150 to 1000 while the school's modest facilities were expanded to a new 17-acre site, offering a range of world-class resources, including a fiber optic network of Macintosh computers.

At Santa Fe Christian he created the Santa Fe Educational Foundation (which partnered with several hi-tech companies such as Resolution Technologies, Tudor Publishing, Josten's Learning Corporation, Key Technologies and Moody films to develop education multimedia applications), obtained more than a dozen major grants to support the development of the school's computer laboratories, teacher training

programs, multimedia systems and such and materials, and a New Start program that linked them with other schools who were interested in learning from their success.

Couch holds a Bachelor degree in computer science and a Masters degree in electrical engineering, both from the University of California at Berkeley where he was honored in 2000 as a Distinguished Alumnus. He is also the author of the science research associates textbook, *Compiler Construction: Theory and Practice*. He has taught at both University of California, Berkeley and at Cal State San Jose.