

FOR IMMEDIATE RELEASE

October 17, 2022

*Millpond Portfolio Company Science Interactive Group appoints Sasha Peterson Chief Executive Officer*

Denver, CO – Science Interactive Group (SIG), a provider of science curriculum and lab experiences to the higher education market announced the appointment of Sasha Peterson as Chief Executive Officer. With an exceptional track record in technology-driven education and a deep commitment to advancing learning experiences and outcomes, Sasha brings a wealth of expertise and to the role.

Most recently Sasha served as Chief Product Officer and Chief Revenue Officer for Liaison International, a leading enrollment management company where he helped lead and drive the integration with his previous company TargetX, where he had served as Chief Executive Officer since 2014 and led a successful exit. He has spent his entire career in the EdTech sector and is a well-regarded thought leader in the areas of SaaS and tech enabled services.

"I am truly excited to be joining the Science Interactive Group team," said Sasha Peterson. "Our mission is to build better lives and a brighter future by empowering scientific literacy for learners everywhere. By leveraging cutting-edge technology and innovative educational approaches, we aim to empower educators and inspire students to explore the wonders of the world around them."

For over several decades, as online learning has evolved and become an increasingly important offering for higher education, Science Interactive has served as a proven, effective partner to institutions. Through curriculum, lab grade equipment and technology, students are provided science experiences to maximize learning outcomes. With Sasha's guidance, the Company is well positioned to enhance how students learn, educators teach, and institutions approach science in an ever-evolving digital landscape.

"We are thrilled to welcome Sasha as the new CEO of Science Interactive Group," said Jeff Tobin, Millpond Equity Partner and SIG Chairman. "His strategic vision and unwavering commitment to serving higher education institutions with innovative solutions and technology will build upon the Company's long history as a leader in science education."

**About Science Interactive Group**

SIG empowers higher education institutions to deliver authentic lab experiences for every student through hands-on labs and world-class digital simulations that provide students with the knowledge and skills they need. Through 3 additional brands SIG offers scientific equipment for research, learning and experiences across a number of disciplines. For over 30 years Science Interactive has driven innovation across STEM education and continues to do so working with over 600 college and university campuses to enhance on-line education with hands on components. Visit [www.scienceinteractive.com](http://www.scienceinteractive.com) for more information.

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## **About Millpond Equity Partners**

Millpond Equity Partners is a private equity firm focused on investing in lower middle market, growth-oriented business services companies. Headquartered in Boca Raton, Florida, the Millpond leadership team has nearly 60 years of combined private equity and operating experience, deep industry expertise and a long track record of growing businesses and creating value alongside management teams. Millpond combines a partnership approach with extensive hands-on operational and investment management experience. Its experienced investment professionals work collaboratively with leaders of healthy and growing businesses, providing strategic guidance, resources, and support while assisting those companies through their next phase of growth. For more information, please visit [millpondequity.com](https://millpondequity.com).

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