

STI Executive Team
Backgrounder

Ruby B. McCullough, CEO. McCullough, a veteran of the software industry, has been serving schools and districts across the United States and abroad for more than 20 years. She has held numerous positions at STI, from product and training specialist to marketing and sales manager to CEO. Before accepting the position of CEO, McCullough was the company's Senior Vice President, overseeing the operations and sales and marketing departments of STI. During this time, she and her team expanded market share in several states, including two statewide implementations in the Commonwealth of Kentucky and the state of Alabama. Under her leadership and guidance, the customer service department was reorganized to enhance the customer support model, which yielded several advantages, including continued successful partnerships with STI's customer base. In addition, she was instrumental in building the sales and marketing departments from one sales representative to a team of 14 with four offices across the country. Prior to her extensive career in the K-12 education arena, McCullough was active at the higher education level, serving as Director of Financial Aid and Recruiting at East Mississippi Community College.

Chris Husting, Executive Vice President. Husting has been with STI for almost 20 years and has been the primary architect of the STI solutions and the key decision-maker concerning the direction of future software development. During his tenure, he has been instrumental in DOS Windows development as well as the Windows to Web movement. He had the forethought to develop integrated software solutions, and he has led the development teams that have brought the STI product line to over 6,000 schools in 28 states. He earned a B.S. in Computer Information Systems from Spring Hill College, Mobile, Ala.

I. Andrew Byer, Executive Vice President of Business Development. Byer has been in the K-12 education business for more than six years. Prior to joining STI, he was Vice President of Sales and Marketing for TriVision Technologies. Before joining TriVision, he served as the CEO and President of eGreatCause.com, an online fundraising company serving over 2,500 schools nationwide. He also founded, managed and sold a food distribution company headquartered in California. He earned his B.S. in Business Administration and Marketing from California State University, Northridge.

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Farshid Jabbari, Chief Technology Officer. Jabbari has nearly 20 years of technology and systems engineering experience, specializing in product development and project/program management, as well as managing information technology teams, customer/technical support, and implementation services. He has managed projects and business processes for both small and large organizations. Jabbari earned Project Management Professional certification and has vast experience in software engineering and project management methodologies. His career spans over a decade in the K-12 education market focusing on the design, development and implementation of student information systems, financial accounting, and payroll and human resource applications. Jabbari earned both his B.S. and M.S. in Computer and Information Sciences at the University of South Alabama, Mobile.

Steven Fiddler, Chief Financial Officer. Fiddler has more than 25 years of diversified financial and operational experience. He is responsible for providing financial metrics and guidance to facilitate effective business decision-making, while providing essential corporate support. Prior to joining STI, he was the CFO and Controller for eMag Solutions LLC, an electronic discovery and software company. Fiddler has 20 years of audit experience including work with a Big 4 accounting firm. He earned his B.S. in Accounting from Ball State University and graduated with Magna Cum Laude distinction.

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