

# Alumna Spotlight: Dr. Barbara “Bobbi” Kurshan

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Dr. Barbara “Bobbi” Kurshan NC ‘70 is the President of Educorp Consultants Corporation, Senior Innovation Advisor, Graduate School of Education, Education Entrepreneurship, University of Pennsylvania, and a former education industry entrepreneur. Dr. Kurshan has more than 40 years of experience in education as a researcher, entrepreneur, developer, investor, and company executive. She developed the first children’s software products for Microsoft and award-winning products for McGraw-Hill, Apple, CCC (Pearson), and others.

She is the author of several books, including *Internet for Kids* (Sybex), *Exploring Creative Writer* and *Exploring Fine Artist* (Addison-Wesley Longman), *Understanding Computers Through Applications* (Glencoe), and *Activities for Kids and Kids at Heart*

(Reston). In addition, she has received numerous awards and recognitions, including the WISE Prize, the King Bahrain UNESCO Prize, 2019 Most Influential Corporate Board Directors, 100 Edtech Influencers, and Laureate Tech Awards – Technology Benefiting Humanity.

Kurshan's newest book, with co-author Kathy Hurley, is [\*InnovateHERs- Why Purpose-Driven Entrepreneurial Women Rise to the Top\*](#). Through personal interviews with twenty-nine of today's global, top-performing women in purpose-driven organizations, Kurshan and Hurley offer readers a unique, insider view into the diverse pathways to success. Whether you're an entrepreneur, corporate leader, or new to the business, *InnovateHERs* provides stories and ideas that show you how to leverage your entrepreneurial mindset to accelerate your purpose-driven professional journey.