

Shmoop Backgrounder

About Shmoop

Shmoop is a free online homework and writing helper designed to make studying and writing more fun and relevant for students in the digital age. The writers of Shmoop's original content are primarily Ph.D. and Masters students from top U.S. universities, such as Stanford, Berkeley, Harvard, and Princeton. Headquartered in a Tibetan monk-blessed office in Mountain View, California, the company was founded in March 2007 by David Siminoff, Ana Rowena McCullough, and Jason Wiener. Ellen Siminoff is President and CEO of Shmoop. After an extensive private beta testing period, Shmoop announced its launch on November 11, 2008 (so we could share a birthday with Vonnegut and Dostoyevsky, while saluting our Vets). Shmoop covers literature, poetry, writing, and U.S. History, with more subjects coming soon.

The Shmoopunist Manifesto

1. You have the right find your writing groove. The biggest schoolyard bully is the blank sheet of paper. Time to hit back.
2. Save your energy drinks for a fun night out. Shmoop will help you kick that can by supplementing your sleep-inducing (and wallet-draining) textbooks.
3. You have the right to a lotta links. Photo-audio-video-...stuff like that.
4. Text and books are kinda 20th century (15th century, actually).
5. Debate with your teachers. There are multiple sides of the story.
6. You have the right to find literature, history, and poetry relevant – inspiring, even – to the life you live today.

Press Highlights

"The secret to better grades." – Teen Diaries Online

"Shmoop is revolutionizing the way readers interact with literature." – Appscout

"Shmoop gives you immediate access to materials and study guides that will make an A student out of you." – KillerStartups.com

Ellen Siminoff Bio

Ellen Siminoff

Ellen Siminoff is President and CEO of Shmoop University, an educational website. She is also Chairman of Efficient Frontier, a pioneer of dynamic search engine marketing management services. She worked with the founders to evolve Efficient Frontier from a

groundbreaking idea into the leading Search Engine Marketing agency in the world with business in the U.S., Asia, Europe, and Latin America.

Prior to Efficient Frontier, Mrs. Siminoff had six adventurous years as a founding executive at Yahoo!. During her tenure, she led business development (VP, Business Development and Planning), corporate development (SVP, Corporate Development) and eventually ran the small business and entertainment business units, representing approximately 25% of Yahoo's revenue (SVP, Entertainment and Small Business).

Before Yahoo!, Mrs. Siminoff worked for the Los Angeles Times as electronic classifieds manager, where she developed strategy and implemented the newspaper's own on-line businesses as well as a joint venture of Career Path with 5 newspaper companies.

With her husband, David, Mrs. Siminoff founded EastNet, a global syndicate barter company distributing television programming to 14 emerging market countries in exchange for advertising time.

She graduated Stanford's Graduate School of Business with an MBA in 1993 after having completed a summer in corporate finance at Salomon Brothers.

Mrs. Siminoff worked as a human resources management consultant in New York after graduating from Princeton University with a bachelor's degree in Economics.

Currently, she serves on the board of directors for US Auto Parts, an Internet retailer with more than 550,000 top-rated discount car parts; Journal Communications, a diversified media and communications company operating businesses in newspaper publishing, radio and television broadcasting, telecommunications, and printing services; glu mobile, a leading global publisher of mobile games; and SolarWinds, a leading provider of downloadable, enterprise-class network management software. In 2005 she was one of eight industry professionals named "Masters of Information" by Forbes magazine. She is on the boards of directors and advisors of a number of private companies including 4info.net, the leader in mobile SMS marketing. \

Mrs. Siminoff is also on the board of directors for Mozilla Corporation, a global community and public benefit organization dedicated to improving the Internet experience for people everywhere and builders of the award-winning Mozilla Firefox web browser.

She is a frequent speaker at industry conferences, including Associated College Press / College Media Advisers, Ad-Tech, Search Engine Strategies, and Supernova.

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