

## Ida Lawrence

*Senior Vice President, Research & Development, ETS*

As Senior Vice President of ETS's Research & Development (R&D) Division, Ida Lawrence is responsible for strategic, tactical and financial oversight of all functional areas within the division, including Research, Statistical Analysis and Assessment Development.

Lawrence began her career at ETS in the Statistical Analysis area, where she designed and directed measurement work for the Preliminary Scholastic Aptitude Test/National Merit Scholarship Qualifying Test (PSAT/NMSQT®) and the SAT®. Before her appointment as Senior Vice President in May 2004, she served as Executive Director of the SAT and PSAT/NMSQT programs, Director of Program Research in R&D and Vice President of the Assessment Development Division.

Lawrence holds a bachelor's degree in psychology from Barnard College, as well as a master's degree and doctorate in educational psychology from New York University. She has expertise in test equating and scaling, test design and validity research.