



## The Moonshot Series Preview A Powerful Launchpad for Collective Impact

A Crucible of Practice Salon  
October 7, 2025 / 12:30 – 2 pm ET

### PANELISTS



**Debbi Arseneaux**  
**Director of Arts & Literacy Integration**  
**The Learning Alliance**

Debbi Arseneaux is the Director of Arts & Literacy Integration with The Learning Alliance. She currently serves as the Arts Integration Specialist at Vero Beach Elementary, the Moonshot School in Vero Beach, Florida. Before relocating to Vero Beach, she was a teacher in District of Columbia Public Schools and worked as a professional Theatre Director, Stage Manager, Producer and freelance Teaching Artist in the Washington DC area for over 15 years. She has proudly presented at conferences across North America and serves on the Advisory Council for Arts Education Partnership, an initiative of the Education Commission of the States. She has contributed articles to several national publications and authored a children's book as part of a local arts-literacy program. She has a Master's Degree in Early Literacy and Arts Integration from Goddard College, with a B.A. in Theatre from The College of William & Mary. Specializing in bringing creativity into all learning spaces, she believes in the power of the arts to reach and teach students of any age.



**Barbara Hammond**  
**CEO and Co-Founder**  
**The Learning Alliance**

Barbara Hammond is one of the three original founders of The Learning Alliance. She has a B.A. in Economics from Williams College and a master's degree in public and Private Management from Yale University. Barbara was a former consultant with Bain and Company and the Director of Strategic Planning for Shawmut Corporation in Boston. She now resides in Vero Beach and is the mother of two boys. Prior to co-founding The Learning Alliance, she served as Chairman of the Board of the Mental Health Association in Vero Beach where she spent 10 years developing their strategic planning and fundraising activities.



**Brian McMahon, Ph.D.**  
**Director of Accountability and Research**  
**School District of Indian River County**

Brian McMahon, Ph.D., is the Director of Accountability & Research at the School District of Indian River County, Florida. As Director with a Ph.D. in Early Warning Systems, he oversees all aspects of district data, from assessments to information services to analysis and visualization. Skilled in Power BI, machine learning, statistics, performance measurement, and the development of AI prompts using large language models, Dr. McMahon focuses on translating complex information into clear, actionable insights that drive student success and improve organizational outcomes.



**Marie O'Brien**  
**Director of Advocacy and External Relations**  
**The Learning Alliance**

Marie O'Brien joined The Learning Alliance in 2011, having spent the previous 20 years in internet marketing, advertising and project management. She has a B.S. in Business Administration from Duquesne University. She moved to Florida in 1991 and joined Redgate/American Online, where she managed large marketing projects such as the creation of the first online presences for Reebok's Olympic store and AAA. A veteran in the internet industry, Marie leads our new digital media projects and manages the Moonshot Moment Community Outreach Team.



**Liz Remington**  
**Chief Academic Officer and Co-Founder**  
**The Learning Alliance**

Elizabeth Remington, co-founder of The Learning Alliance (TLA) and Chief Academic Officer, holds a B.A. in English Literature from the University of Delaware and a Master's Degree in Special Education from American University. She leads innovative literacy programs in Indian River County aimed at achieving a community goal of 90% proficient readers by third grade. With 15 years at TLA, she was previously a classroom teacher and learning specialist. Elizabeth continues to consult with parents on literacy needs and has served on the executive board of the International Dyslexic Association. Residing in Vero Beach, Florida, she is a mother of two boys with reading challenges and a former dyslexic student herself, advocating personalized education and community engagement in her respected educational career.