declara®
Changing the Way the World Learns

ABOUT US

Founded
2012 by Ramona Pierson and Nelson González

Technology
The Declara platform develops personalized learning paths catered to each individual's way of learning

Customer Segments
Education, enterprise and public sector

CONTACT US

Web
www.declara.com

Twitter
@declara

Email
info@declara.com

VISIT US

Palo Alto
977 Commercial St.
Palo Alto, CA 94303

Boise
518 South 9th St. Suite 301
Boise, ID 83702

Mexico
Ave. Santa Fe No. 505-302
Col. Santa Fe C.P.11000
México, D.F.

Singapore
11 Eunos Road 8,
Lifelong Learning Institute, #04-02A
Singapore 408601

Declara is focused on building products to change the way the world learns.

The company was founded in 2012 by Ramona Pierson and Nelson González. It builds a technology platform that uses machine learning, search, algorithms and recommendations to develop specific learning paths for individuals, making learning a constant discovery.

Today, learning does not only happen in schools or universities but continues for a lifetime. People in the global workforces, whether they are in public or private enterprise, need to continuously hone their skills and master the latest advances in a field. This requires a combination of formal learning – one that is taught at universities, schools and is often static – and informal learning – one that is learnt from human interaction and that is more dynamic.

This is where Declara comes in.

Instead of giving every person an identical learning path, the Declara platform surfaces the right content in the right context. Based on an individual's interactions with informational data – blogs, web sites and documents – and social data – tweets, posts, colleagues, experts – the Declara platform creates a CognitiveGraph™ giving every individual their own personalized learning path. The platform is already being used to drive learning across a diverse group of organizations to accelerate innovation, increase efficiencies, and drive large-scale transformations.

Whether you are a school system looking to enhance teacher professional development by connecting teachers with peers, resources and experts; an enterprise trying to develop talent and improve innovation through personalized learning paths; or a public sector wanting to upskill citizens and employees to meet the demands of the future; Declara can help.

Declara is headquartered in Palo Alto, California with offices in Boise, Idaho; Mexico City; and Singapore. The company's clients include organizations in the public and private sectors globally. Today, the Declara platform is used by Educational Services Australia to enhance learning for teachers across the country; by Tu clase, tu país in Chile; and by SNTE, Mexico's largest teacher's union, to train 1.6 million teachers and administrators. These communities are already seeing an improvement in the acquisition of new learning skills.

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