

Educake Appoints Nicola Allen as Managing Director to Drive Uptake of Online Assessment Technology in Schools

Oxford, UK, January 21st, 2025: Educake, the award-winning online assessment for learning platform, today announced the appointment of Nicola Allen as its new Managing Director. Nicola assumes the role after five successful years as Educake's Head of Sales and Marketing, during which she was instrumental in driving the company's growth and expanding its reach to schools across the UK and beyond.

Educake is a trusted resource for educators, offering over 100,000 auto-marked, curriculum-linked questions including maths, English, and science. The platform is designed to save teachers crucial time, reduce workload, and provide actionable insights into student performance. It is used by over 1,300 secondary schools for low-stakes quizzing and by over half a million students every month.

Speaking about her new role, Nicola Allen said: "I am thrilled to lead Educake at such a pivotal time in its journey. With more and more teachers considering walking away from the profession due to high workload levels, our platform is designed to help teachers save crucial admin time when setting and marking homework, allowing them to focus on teaching and supporting pupils - armed with data-driven insights provided by Educake's analysis tool. I am passionate about ensuring that Educake continues to empower educators and make a real difference in classrooms around the world."

In 2023, Educake's progress and impact in schools won the company a Bett Award for 'Assessment, Planning and Progress Monitoring'. Also that year, the company became part of the Twinkl Group to help further its expansion across the UK and internationally.

"We are incredibly excited about Nicola's vision for Educake," commented Jonathan Seaton, co-founder and CEO of the Twinkl Group. "Her deep understanding of the education sector and commitment to solving educator challenges will ensure Educake continues to grow and thrive. Under her leadership, Educake will be able to support even more teachers globally, helping to create a brighter future for learners everywhere."

Further heralding an exciting new chapter for the company, Educake recently announced its integration with school software system, Wonde - enabling seamless compatibility with schools' wider IT infrastructure, enhancing accessibility for educators. In 2025, Educake plans to expand the use of its innovative analysis tool, which gives teachers deeper insights into class performance, helping to pinpoint areas where pupils may need additional support - especially crucial in the run up to exam season.

-ENDS-

Press Contacts

Twinkl media relations: george.baggaley@twinkl.co.uk

About Educake

Founded in 2011 and based in Oxford in the UK, Educake provides online homework and revision for many KS2, KS3 and GCSE subjects. Its bank of approximately 100,000 specification-mapped questions are written by teachers and specialist subject editors to ensure all content is fully accurate, relevant and appropriate.

Educake offers a robust, data-driven approach to learning by providing teachers with valuable insights into student performance. Through adaptive quizzes and targeted feedback, Educake helps students reinforce their knowledge, identify areas for improvement and build confidence ahead of their exams.

About the Twinkl Group

The Twinkl Group was founded in 2010 by husband and wife Jonathan and Susie Seaton, with a mission 'to help those who teach'. Through the [Twinkl](#) platform, the company provides high quality learning materials and educational services, which are all teacher-created and checked.

Twinkl offers over 1.5 million resources via its website, with new content added daily - ranging from classroom content and assessments, to AI tools and augmented reality games. Twinkl is used and trusted by schools and educators in over 190 countries and regions, including primary and secondary school teachers, nursery workers and parents.

Today, the Twinkl Group consists of a range of education solutions across resource, assessment, professional development, staffing and compliance. Its brands include online assessment provider Educake, supply teacher platform Elevate, and online safety tool Natterhub.