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### **95 Percent Group Inc. Names Brad Lindaas President**

**Lincolnshire, IL** – 95 Percent Group Inc., an educational consulting, teacher training, and instructional products company, announced today that Brad Lindaas has been named President, effective February 26. As President, Lindaas will have direct responsibility for overseeing the company’s day-to-day operations including consulting, marketing, sales, technology, and finance.

Lindaas brings over 20 years of education market experience, across a wide-range of responsibilities including sales, product management, business development, strategy, technology architecture, customer service, and operations. Before joining 95 Percent Group, he served as the Vice President of Strategy for ACT, Inc., Iowa City, IA.

Before that, Lindaas was with Follett Corporation for 18 years, serving in strategy and GM roles. His achievements were recognized with multiple promotions and increased responsibilities.

Lindaas will report directly to the Co-Founders of the company, Susan L. Hall, Ed.D., CEO, and C. David Hall, COO.

“After achieving great success and growth for the past 13 years, Susan and I will be taking on more strategic roles that allow us to focus on product development, broaden brand awareness, and promote other important initiatives,” said David Hall. “We were pleased to find a highly talented and experienced senior manager from the K-12 education industry. Brad has extensive market knowledge, and we look forward to continued growth with our expanded executive team,” he added.

David Hall will continue as COO and focus his efforts on technology, supporting new business initiatives, intellectual property, and human resources. In Dr. Susan Hall’s continuing role as CEO, she will dedicate more time to product development especially in blended and online professional development, an area in which the company has experienced recent success with a number of clients.

“I will be able to spend more time visiting with clients and working with our consulting and sales teams,” Dr. Hall said. “After a transition period David and I intend to focus on new product initiatives and identify growth opportunities to reach more students,” she added. Dr. Hall plans to continue speaking at national conferences, writing, and serving as the content leader for the company. Her eighth book, *10 Success Factors for Literacy Intervention*, will be published by ASCD in June.

“We are excited to welcome Brad to our company,” Dr. Hall continued. “His strategic insight, familiarity with the education market, and collaborative management style will support future growth at 95 Percent Group.”

### **About 95 Percent Group Inc.**

95 Percent Group Inc. is an education company focused on helping teachers identify and effectively address the needs of struggling readers. We provide professional development, diagnostic assessments, and instructional materials to implement MTSS/RTI frameworks and to ensure that students receive targeted, research-based reading interventions to address specific skill deficits. Learn more at [www.95percentgroup.com](http://www.95percentgroup.com).

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