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95 Percent Group Names Anella Wetter Chief Sales Officer

Lincolnshire, IL - March 28, 2022 – [95 Percent Group](http://www.95percentgroup.com) announced today that Anella Wetter has been appointed Chief Sales Officer (CSO). In this role, Wetter will actively support the company's lead position in the Literacy market by directing and expanding its national sales organization to strengthen current client relationships and drive new customer acquisition. As CSO, she'll provide strategic sales leadership and revenue delivery across all products and service offerings. Working cross functionally with our marketing and product development teams, Wetter will assume responsibility for clearly identifying new sales opportunities and collaborate to advance our investments in The Science of Reading resources and professional learning that will continue to improve educator preparedness and student outcomes.

"We're excited to welcome Anella to our executive team during this period of innovation and growth to promote client advocacy and effectively oversee all sales-focused initiatives," noted Brad Lindaas, President of 95 Percent Group. "Leaning in on the depth of her experience as both a sales leader and a former English Language Arts (ELA) educator, Anella will be instrumental in supporting current client implementations and identifying new opportunities while embracing our ongoing mission *to identify and address the needs of all readers*," he added.

Wetter brings more than 25 years of education and sales leadership experience to the CSO role. She most recently served as the Regional Vice President of Sales with Carnegie Learning, where

she oversaw significant sales and revenue growth while developing a field-based regional sales team and integrating Account Management and Sales Development channels. Her executive experience also includes roles as the Regional Vice President and Director of Sales with Houghton Mifflin Harcourt (HMH), and Director of Implementation at Kaplan Learning/Kaplan Test Prep. Anella's education experience spans 13 years. During this time, she supported student and school district needs as a secondary English teacher and Curriculum Supervisor.

"I'm excited to join 95 Percent Group as CSO and to advance the company's mission," said Wetter. "As a former ELA educator, I have always aspired to help achieve what's possible: 95 percent of all students reading on grade level. Reaching this goal would change the life trajectory for so many students. The Science of Reading evidence is clear, and I look forward to working with educators across the country to bring structured literacy resources and professional development equitably to all schools to vastly improve reading achievement and instructional fidelity," she added.

Wetter has a Bachelor of Arts degree in English Education from the University of Kentucky, completed graduate studies at George Mason University, and holds a Master of Arts degree in Education from Georgetown College, Georgetown, KY.

About 95 Percent Group

Founded in 2005, 95 Percent Group is an educational company whose mission is to help educators identify and address the needs of all readers. Using an approach that is aligned with Structured Literacy, the company focuses on providing educators with whole-class and small group literacy solutions as well as developing foundational knowledge about The Science of Reading to deliver evidence and research-based instructional strategies. The Company's professional development, diagnostic assessments, skill continua, and explicit instructional materials strengthen MTSS/RTI frameworks and ensure that students receive targeted intervention instruction to close skill gaps.

For additional information on 95 Percent Group, see www.95percentgroup.com, [LinkedIn](#), [Twitter](#), [Facebook](#), and [Instagram](#).