

MARGERY MAYER

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LEADER IN EDUCATIONAL TECHNOLOGY

Bringing smart, innovative solutions to PreK-12 education to propel achievement and drive success
STRATEGIC PLANNING | FINANCE | MARKETING | OPERATIONAL MANAGEMENT | INSTITUTIONAL SALES
PROFESSIONAL DEVELOPMENT AND PRODUCT CREATION | ACQUISITIONS

Deep knowledge and experience in the education market. An innovator who has driven companies from old business models to new with a steady focus on improving academic results while creating economic value. Served as CEO of significant education businesses including Scholastic Education. Board member and consultant working with a wide range of education companies to help steer strategy and execution. Has worked across all levels of the education segment from teacher to US Secretary of Education. Has managed all operational aspects of ed tech including sales and marketing, product development including platform development, customer support, professional development and P&L.

EXPERIENCE

Board Member

Present

- **Metametrics**
 - International leader in literacy and numeracy measurement and assessment. Leading Private Equity Partner: Apax Partners
- **Cambium Learning Group**
 - Top tier portfolio of growing SAS businesses serving PreK-12 including Learning A-Z , Lexia and Cambium Assessment. Leading Private Equity Partner: Veritas Capital

Consultant and Founder

- **Audacity Education**
 - Consultant services for the Pre-K-12 market. Clients have included ed tech, B2C and companies providing diverse services to schools

Houghton Mifflin Harcourt (HMH)- Boston, MA

2015-2016

A global leader in Pre K-12 educational content and services.

EVP, Intervention

- Post-acquisition of Scholastic Education for close to \$600M, supported the integration into HM

Scholastic- New York, NY

1990-2015

*An American multinational publishing, education and media company; **Over 25-year career, promoted to progressively more senior level leadership roles***

President, Scholastic Education

- Built the company's educational technology business, leading the highly successful expansion into learning technology with innovative solutions
 - Developed several ground-breaking programs which resulted in over \$250M in revenue with strong profitability:
 - READ 180, the nation's leading reading intervention program for students in 3-12 used by over 1.2 million students daily; SYSTEM 44, the breakthrough foundational reading program for older students; MATH 180 for challenged students, PreK curricula and numerous assessments and other well-received digital programs.
 - Established transformational business model and built the cross-company teams to deliver on that model.
 - Dramatically grew the company's share of institutional spend. Developed effective pricing model to capture greater share of wallet. Accountable for financial performance and growth.

- Spearheaded the strategy of comprehensive classroom-based solutions with integrated services, including professional development.
 - Created Scholastic Achievement Partners which included more than 500 consultants to support implementation and best instructional practices.
 - Acquired two leading independent professional development organizations, increasing the breadth of services and revenue.
- Drove innovative selling methods to work with struggling school districts, successfully raising achievement
 - Led cross-functional teams to execute marketing strategy and data-driven campaigns utilizing customer results.
 - Built a multi-tiered sales force expert at consultative selling.
 - Worked with Sales and Operations to ensure a focus on customer experience and successful multi-year engagement.

Ginn, a division of Simon & Schuster- Boston, MA

1987-1990

A leading elementary school and high school textbook publisher

President, Reading

- Developed the most successful core reading program in educational publishing's history, *World of Reading*.
- Motivated team in a turnaround situation, reversing years of lost market share.

Holt, Rinehart & Winston, a division of CBS - New York, NY

1977-1987

One of the oldest publishers in the United States

VP, Business Manager and Editor-In-Chief

- Re-energized the K-12 list including innovative approaches to math and science publishing.
- Acted as senior executive during Harcourt acquisition of company and assisted transition.

NON-PROFIT BOARDS AND COMMITTEES

- Member of the Public Prep Board of Directors and head of the Academic Committee. Public Prep is a PreK-8 high-performing charter network in NYC
- Member of the Schools Board of Overseers, Middlebury College. The Schools Board includes the International Schools, the Language Schools, the Breadloaf Graduate School of English and the Breadloaf Writers Conference.

HONORS

- Received the key to the city from Selma, AL for work supporting reading intervention as social justice
- Inducted into the Association of Publishing Hall of Fame in 2012
- Named a "Readers Favorite" by FAST Company in 2007 and a "Top 15 Women in Business" by Pink Magazine in 2008

EDUCATION

MS/MBA: Strategy, The Sloan School of Management, MIT — Boston, MA

Editor, Sloan Management Review

Bachelor of Arts: English, Middlebury College — Middlebury, VT

Phi Beta Kappa; Magna Cum Laude; Summa Cum Laude in major