



Cambridge Educational Services, as our name suggests, is a company that strongly values academic endeavor, and we have the credentials and 30 years of experience to prove it. While other test prep companies advertise strategies that hold minimal educational value and little to no basis in research and expertise, our employees include highly educated experts who bring in their critical knowledge and experience to fuel Cambridge's reputation as a leading core skills and test prep provider.

Eight members of the top staff on our project team are first-generation college students that are assigned to work at and visit partnering schools at their personal requests. Additionally, the Cambridge Consortium averages 2.5 degrees each.

We are confident in our strategies and implementation because the people who facilitate our programs are personally invested in our mission to help students of all economic backgrounds fulfill their potential. While we hire local support staff at Cambridge, you are getting lifelong education "warriors" who shake the hands of your project coordinators and passionately advocate college admission, mastery of skills and test preparation services as their lives have been changed from it.

#### **DAVID WALDHERR JD, PRESIDENT AND FOUNDER**



Dr. Waldherr, first generation college student, enrolling only because of a scholarship, founded Cambridge in 1990 with the mission of helping all students, regardless of income level or previous achievement, build college readiness skills, increase test scores, and gain college admission and scholarships. Having spoken at hundreds of national and regional conferences, Dr. Waldherr is widely known for his commitment and expertise in providing quality test prep to all students. Cambridge materials are used by more than 2,000 schools, served over 7,000,000 students and through its Grant Award Program has given away over \$7,000,000 to deserving youth programs.

#### **DAVID FICKETT MAT, PROGRAM SUPERVISOR**



David Fickett is the Executive Director of School Relations at Cambridge Educational Services and for over ten years he has worked closely with schools to enhance curriculum, support instruction, and build essential skills for college and career readiness. David has conducted over 200 seminars and professional development workshops for administrators, teachers, and students. He earned his undergraduate degree in Actuarial Science from the University of Michigan and earned his Master of Science degree in Teaching Mathematics from the University of Illinois in Chicago. He has taught high school mathematics for nearly 20 years with 17 of those years at nationally recognized Blue Ribbon Schools.

#### **CAROL FORD MAT, PROJECT MANAGER**



Carol Ford, first generation college student, received her BS in Communications at the University of Central Arkansas and her Masters in the Art of Teaching at William Carey University. She has been a classroom educator at Collins High School in Collins, MS for ten years and is a passionate advocate for children. She has served as English department chair, a member of her high school's leadership committee, an ACT prep instructor, and an English II State Exam Instructor. Her students have consistently achieved increased levels of proficiency and growth.

#### **CHARLOTTE GREEN EdD, PROGRAM COORDINATOR**



Charlotte Green received her BSE in Elementary and Special Education, an MSE in Gifted Curriculum, and an EDD in Education Leadership. An educator for 20 years, Dr. Green served as an elementary teacher, gifted specialist, homebound instructor, and elementary principal. She currently is a Professor for the University of Central Arkansas. She is the founder and executive director of Arkansas Preschool Plus, Inc., a nonprofit organization that collaborates with early childhood development center to support school readiness. Dr. Green also co-founded Strategic Inc., a management-consulting firm that finds value across boundaries to help organizations and businesses sustain success through intentionality. Dr. Green is a published educator who has written several articles and two books, *Because I Said So: A Discussion on Parenting Styles and Achievement Gaps* and *Parent Bailout: The Bailout that is Really Crippling America*.

### **DOUG PETTY PhD, SCHOOL CONSULTANT & ON-SITE COORDINATOR**



Douglass Petty, first generation college student, has over thirty years' experience as an organizational consultant, educator, community organizer, life coach, and motivational speaker. He has earned a Ph.D. in Christian Counseling, an MA in Psychology, a BA in Psychology, and an AA in Physical Education. During his career, he has provided training in every school district in St. Louis City and County. He has served as adjunct faculty at University Missouri-Kansas City, Harris–Stowe State University, and St. Louis Community College and as the lead principal for Christian Counseling & Resource Consultants. He is a member of several professional organizations, including the American Counseling Association, American Association of Christian Counselors, American Psychological Association, National Association of Multicultural Educators and National Diversity Council, National Center for Crisis Management, International Christian Coaching Association, and the Desegregation Monitoring Task Force. He serves on several boards, including the executive board of the Alzheimer's Association of Greater St. Louis, Chair of the African American Advisory Board, and Washington University School of Medicine Memory and Aging Project.

### **MARTIN NALLS EdD, SCHOOL LIASION**



An educator since 1997, Dr. Martin Nalls is the current Head of School of i3 Academy in Birmingham, AL and is the President and Founder of College Admissions Made Possible (CAMP), a nonprofit organization that seeks to address the obstacles to college access that low-income, minority, and first-generation students face. He holds a doctorate in Instructional Leadership from the University of Alabama. He won the 2007 Alabama Assistant Principal of the Year award and is currently a member of the CLAS (Council for Leaders in Alabama Schools) and a board member of Spina Bifida Association of Alabama and Childcare Resources.

### **TOM MARTINSON JD, DIRECTOR OF PROGRAMMING**



Prof. Martinson, raised in the shadow of Stone Mountain (Georgia), is the nation's leading authority on test preparation. He has written over 100 test preparation books, admissions manuals, school guides, and instructional applications; lectured on over 300 campuses; and frequently speaks on testing and test preparation at professional convocations. His works have been published by Macmillan, Simon & Schuster, McGraw-Hill, Peterson's, and Pierson. He is a member of the bars of New York and Washington, DC, served as a Naval officer in the Judge Advocate General Corps, and taught philosophy at Queens College. Tom earned his BA at the University of Georgia, where he was a national championship debater, and his JD at Harvard Law School, where he won prizes in the Ames Moot Court Competition and the Williston Competition. He has also done significant post-doctoral work at both NYU and the Graduate Center of the City University of New York.

### **MARILYNN KULIEKE EdD, CURRICULUM DESIGN**



Dr. Kulieke earned her MA in Education and Ph.D. in Educational Psychology at Northwestern University and her BA in Psychology at the University of Illinois. She has been the Executive Director of the Pathways Learning Group for the past ten years and the Vice President of the Gains Education Group for the past 15 years. She has served as Senior Vice President for Research and Development, AdvancED/National Study of School Evaluation, and as the Director of Research and Evaluation, Township High School District 214 in Arlington Heights, IL. Her university teaching experience includes positions at Northern Illinois University and Aurora University. As head of the Research and Instructional Strategies Division of Cambridge, Marilyn ensures that our instructional methods, testing, and curriculum are most current and advantageous to supporting student learning and growth.

### **GRAYLING TOBIAS EdD, ON-SITE PROGRAM SUPPORT**



Dr. Grayling Tobias is a first-generation educator with over thirty-four years of educational experience. He served in the following roles: teacher, assistant principal, principal, director of secondary education, assistant superintendent, and superintendent. He earned a BS from the University of Missouri-St. Louis, a Master of Arts degree from Truman State University, and Doctor of Education leadership degree from Saint Louis University. Educators have enriched his life and he would like to share with administrators, teachers, students, and parents the rich educational experience that he has received. He believes he can make a difference in the lives of young people because education has made a profound difference in his life.

### **LINDA WALLS MEd, PROGRAM SUPPORT**



Linda Walls, first generation college student, was born and raised in Skidmore, Texas in a low-income household. Through the support and guidance of the Upward Bound Program, she earned a Business Administration degree and a teaching certificate from Texas A&M Kingsville and later obtained The University of Texas San Antonio and obtained a Masters in Education. As a result, she is very passionate about helping today's youth achieve all they can using the tools that are available to them. She became an Upward Bound Instructor, a Barnhart Mentor, and a member of the Cambridge team to facilitate the success of young students today.

### **KELLY DAIL MEd, EASTERN REGIONAL DIRECTOR**



A native of Eastern North Carolina, Kelly Dail earned her BS and MEd from the University of North Carolina at Greensboro. Prior to joining Cambridge as school relations director, Kelly's career included program management in higher education, marketing, communications, fundraising, and administration. As a passionate advocate for life-long learning, Kelly is honored to have the opportunity to support Cambridge's mission of educational advancement for all students, not just the privileged few.

### **AARON PATTERSON MAT, VICE PRESIDENT OF SALES**



Aaron Patterson has worked with Cambridge Educational Services for 16 years and has the privilege of helping hundreds of schools and thousands of students with college-readiness and ACT/SAT preparation. A native of West Virginia, holds a Bachelors and Masters in Teaching. he has a passion to help students with little or no college-bound goals to realize their potential. He has presented at dozens of local and national conferences on the topic of using data to target instruction in the classroom.

### **CHERYL BAIRD MEd, SOUTHERN DIRECTOR**



Cheryl Baird has been in education for over 8 years as a high school counselor and 12 years TRiO Upward Bound Director. She holds a Bachelor's degree in Social Work and a Master's in Education. She is very knowledgeable regarding test materials, college preparation and assessment needs. Cheryl's experience and insight to working with students paired with her out of the box thinking is always geared toward student success and college success. She has successfully written grants, developed high school and college freshmen curriculum and been involved in college professional development. Cheryl has the energy, drive and passion when working with students and educators in developing and educating both to become successful.

### **MARISOL FLORES BA, WEST COAST DIRECTOR**



Having worked in the charter school network for over 16 years, Marisol Flores has an extensive background in working with organizations that focus on helping low-income, first generation students find a path to college success. She has served as the District Director for College Success, GEAR UP and AVID Director. In her roles, she has led strategic, short and long term implementation programs to help students increase their college readiness skills and scores. As a first generation college student herself, Marisol holds a "Si Se Puede" mantra and believes we can offer endless educational opportunities to all students. Marisol holds a B.A in Sociology from Grinnell College in Iowa.