Literacy Firm Lexonik Appoints New CEO

Thursday 24 February, 2022

MIDDLESBROUGH-based literacy training firm, Lexonik, has announced the appointment of Sarah Ledger, as its new CEO.

Sarah, a former deputy headteacher, has worked for the global education business since 2019 and has most recently been in post as a director, with core responsibilities for Marketing and School Consultancy.

As of March, the 43-year-old will take over at the helm, allowing founder Katy Parkinson to retire after 28 years in education.

Lexonik has delivered its literacy programmes with over 1,000 schools throughout the UK, and in parts of the UAE and USA. Some 90,000 students have been directly supported by Lexonik's team.

Its drive to rapidly accelerate literacy attainment particularly in those who have struggled to obtain basic reading skills under normal methods, has resulted in an average gain of 27 months reading age improvement in just six weeks.

Ms Ledger becomes CEO among a board of female directors, all of whom hail from different business and educational backgrounds around the North East.

She said: "I am delighted to be taking up the post of CEO for Lexonik, at a time when the business is entering such a strong period of both UK and international growth.

"The last two years has seen us develop rapidly and innovatively as a business, thanks to the need to respond so quickly to the changing Covid landscape.

"It has been a period of great challenge across the teaching and learning professions, but equally it has opened up new conversations, made way for different ways of thinking about supporting young people, and increased the appetite for collaboration and connectedness within business and in the community more generally."

Lexonik, which has 18 full time equivalent staff, has strong ambitions for the coming years.

It continues to expand its national training team, and will be seeking to achieve a 20% market share or more within the next five years.

The context of 'Levelling Up' is certainly central to their plans.

"We'll be doing everything in our power over the years ahead to support schools and communities in obtaining benefit from the Levelling Up agenda," Ms Ledger added.

"We're looking at a number of ways in which we might add to that, including creating an ESOL (English for Speakers of Other Languages) Adult Training Centre.

"There is a lot of need both in an adult and child context in the North East, for improved support around reading and literacy, so we very much see ourselves as being central to the conversations about what improvements need to happen in this region, and what investment can be achieved to make change happen."

Confirming that she will be stepping aside, while still continuing to consult for the business, in her role as Founder Director, Katie Parkinson said: "I really could not be happier to know that I'm passing the baton on to Sarah.

"As a former deputy headteacher, a mother, and someone so passionate about communication and all things literacy and learning, she's a very popular member of the Lexonik team who I know will direct the company in exactly the right way for this new era.

"I know I, and my fellow colleagues, wish her a great deal of success in continuing to make improvements to how literacy is tackled not only in the North East, but across the UK – and globally too."

Contact Sarah for more information about Lexonik's packages, by emailing sarah.ledger@lexonik.co.uk

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