



Mad Science Group Appoints Marco Holstvoogd President and Welcomes Senior Executives as Shareholders

Montreal – October 21, 2024 (Business Wire) – Mad Science Group, global leader of children's science education and creative arts, today announced the appointment of Marco Holstvoogd as the firm's new President and his designation as a shareholder, while elevating two additional executives – Sharon King and Julien Magnan, both current Vice Presidents – to shareholder status. Marco's 20+ year track record of optimizing business processes, fostering growth across industries, and strong leadership capabilities will propel Mad Science Group's mission of delivering hands-on, creative learning experiences to children worldwide.

“Marco Holstvoogd's international track record with renowned brands like Nespresso and Nanuk position him perfectly to lead Mad Science into its next phase of growth, and we are extremely proud to welcome him as our new President,” noted Ariel and Ron Shlien, co-Founders of Mad Science Group.

“While leveraging decades of experience, I am excited by the entire leadership team's deep belief in Mad Science Group's mission and commitment to driving success as we continue to grow and inspire children around the world,” commented Marco Holstvoogd, President.

Sharon King, Vice President of R&D and Franchise Operations, has been with Mad Science for over 25 years, developing innovative programs for children aged 3-12. Sharon's passion for creating engaging, hands-on learning experiences has been central to the firm's success; as a Certified Franchise Executive (CFE), she has played a pivotal role in supporting the global franchise community.

Julien Magnan, Vice President of Finance, brings 12 years of experience in finance leadership, having joined Mad Science in 2021. As a Chartered Professional Accountant (CPA), Julien has driven business growth through strategic mergers and acquisitions and led large teams in global corporations. Julien's financial expertise has been key to Mad Science's continued success and expansion.

Mad Science <https://madscience.org>

Mad Science Group is the world leader in hands-on science and arts education for children. Through its two major brands – Mad Science and Crayola® Imagine Arts Academy – the company offers engaging, interactive programs that spark curiosity and creativity in young minds. Based in Montreal, Canada with a global network of franchisees and almost 40 years of experience, Mad Science is dedicated to making learning fun and memorable for children everywhere.

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