

## **FOR IMMEDIATE RELEASE**

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### **Noted Education Innovator Bryan Setser Joins rpk GROUP**

Bryan Setser, a highly acclaimed educator and leader in the design of business models for higher education, has been named Principal of rpk GROUP, a national firm committed to providing the clearest path to outcomes and return on investment and innovation for the higher education sector. rpk GROUP serves colleges and universities both nationally and internationally, and gives institutions the Power to Act through a range of services that help clients navigate from Mission to Market.

Dr. Setser previously served rpk GROUP as the firm's entrepreneur-in-residence, where he helped to grow the firms' reach and impact with various membership organizations, new strategic partners, emerging technology solutions, and new client sectors.

He will serve as co-principal in the firm with Rick Staisloff, the firm's founder.

Rick Staisloff, rpk GROUP Principal, said: "Bryan brings a rare combination of design thinking, fueled by a relentless pursuit of helping colleges and universities combine innovation and ROI for both students and the institution. He's a longtime friend and colleague, and I am thrilled to partner with him on the expansion of rpk GROUP's impact."

In his third decade of innovative leadership for results in the education sector, Bryan's entrepreneurial models work has included clients such as the Yale Center for Emotional Intelligence, Davidson College and Edx, Building a Culture of Innovation for Higher Ed with EDUCAUSE, Change and Innovation Labs for the American Council on Education, and a Breakthrough Models Incubator with NGLC.

Bryan has also been a Chief Quality Officer, a Chief Design Officer, and CEO of the nation's 2nd largest virtual school in the k-12 sector. Dr. Setser is a national Baldrige examiner for the United States Department of Commerce, and his award-winning career has included being selected by three different Governors for e learning and school technology commissions. He was instrumental in the development of North Carolina's Learn and Earn Early College efforts online, and has served as an adjunct professor to masters and doctoral students in e-leadership theory and practice at North Carolina State University.

## About **rpk GROUP**

rpk GROUP is a leading consulting firm in higher education, supporting colleges and universities with their growth strategies by focusing on mission, market and margin opportunities. Key areas of focus include academic portfolio review, pro forma modeling for new initiatives, the creation of resource allocation processes, and Return on Investment analysis for academic, student success and planning initiatives. rpk GROUP's work has resulted in new best practice in the framing and revitalization of business models in higher education. The firm operates nationally and internationally with a team of fifteen.

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