







# CRAIG AARONSON-MARTIN





EDUCATION LEADER | COACH | TRAINER & DEVELOPER



## CONTACT

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-  **Greater Boston**

## SKILLS

-  **Transformational Leadership**
-  **Strategy & Visioning**
-  **Inclusive Leadership**
-  **Organizational Change & Design**

## EDUCATION

### Harvard University

**Certificate - Art in Leadership & Public Education Leadership Program**

Cambridge, MA  
2018

### Lesley University

**Masters of Educational Leadership**

Cambridge, MA  
2005 - 2007

### Dillard University

**Bachelor of Arts in Elementary Education**

New Orleans, LA  
1997 - 2001

## CERTIFICATIONS

- Superintendent Initial, Elementary Principalship Professional
- Supervisor/Director (Non-Core), All Levels, Professional
- Teaching Certificate – Elementary Education, Grades 1-6,
- Instructional Technology, All Levels, Professional
- Endorsement – Sheltered English Immersion, Administrator and Educator

## PROFILE

Visionary and results-driven executive & school leader with a proven track record of inspiring and empowering educational leaders and youth-serving organizations. Adept at developing personalized strategies to drive informed decision-making and achieve organizational goals. Demonstrated success in fostering inclusive learning environments and ensuring compliance with state and federal regulations. Well-versed in empowering school system leaders to drive transformative shifts in resources, structures, and practices. Collaborative and strategic in expanding opportunities for students with disabilities. Passionate about elevating the potential of all students and promoting equitable access to quality education.

## LEADERSHIP EXPERIENCE

### Chief Executive Officer & Founder

**2021 - Present**

#### CCM Education Group

- Design solutions that align with clients' unique visions and values, drawing on 20+ years of education expertise.
- Amplify clients' strengths by leadership coaching and delivering keynote speeches on diversity, inclusion, and change management.
- Develop personalized strategies and tools for better decision-making & achieving organizational goals.

### Executive Director & Superintendent

**2019 - 2023**

#### Bridge Boston K-8 Charter School

- Led cross-department collaborations to foster a safe, inclusive school environment, increasing staff diversity by 64% and retention to 67%.
- Established transparent compensation models for teachers and administrators in collaboration with executive leadership.
- Initiated teacher efficacy committees on compensation; diversity, equity, inclusion, belonging; and school leadership.
- Developed a tuition reimbursement program, employee recognition award events, and years of service awards program.
- Oversaw district-wide initiatives that led to increased academic achievement: o MA DESE Accountability percentile grew 106% from 2018 to 2022.
- Scholars met or exceeded BBKS academic benchmarks in ELA and math for three out of four years.
- Suspensions decreased by 80% through restorative & culturally responsive approaches for K-8 scholars.
- Served as mentor and coach for aspiring principals pursuing administrative licensure.
- Guided the internal planning and development of a 3-year strategic operating plan for BBKS.
- Managed an \$11MM budget, exceeding the annual fundraising goal by 10%.
- Led the 10-year state charter renewal process, meeting all performance criteria with no conditions.

### Principal

#### Michael J. Perkins School (Boston Public Schools)

**2013 - 2019**

- Served as chief education officer overseeing successful turnaround efforts resulting in: Reversed achievement gap of English Language Learners and Latino Learners over three years; Latino American Scholars and English Language Learners outperformed the state-scaled score on 2017 & 2018 MCAS ELA & Math; 50% reduction in suspension rates; 22% reduction in chronic absenteeism, 38% increase in economically disadvantaged scholars served from 2015; 320% improvement in State Achievement ELA and Mathematics Percentile improved by 320% over 5 years. African American Scholars and Male Scholars matched the district average scaled score in Spring 2017 MCAS Mathematics.
- Selected as 1 of 7 pilot sites for a competitive multi-million-dollar, multi-year grant, Partnerships in Social and Emotional Learning with Wallace Foundation, Boston Public Schools, and Boston After School & Beyond; identified as a 2018 Boston Public Schools' Tier 1 Campus.
- Managed Acceleration Academies for an average of 60 scholars in literacy, mathematics, and arts integration for 3 years.



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 <https://selinedu.buzzsprout.com/>

 <https://linktr.ee/craigmartin>



## DISTINCTIONS

- 2021 Excellence in Education Award | Global Forum for Education & Learning
- 2018 National Distinguished Principal | National Association of Elementary School Principals
- 2018 Thomas C. Passios Massachusetts Elementary Principal of the Year | Massachusetts School Administrators Association
- 2013 Sontag Prize in Urban Education Award | Boston Public Schools
- 2009 Boston Public Schools Educator of the Year | Boston Public Schools
- 2007 William A. Dandridge Award in Urban Education | Lesley University
- 2001 Fannie C. Williams Award in Urban Education | Dillard University

## FELLOWSHIPS

- Program Fellow | Transformative Educational Leadership – National
- Program Fellow | YW Boston – LeadBoston – Boston, MA
- Core Certificate Program Fellow | Institute for Non-profit Practice – Boston, MA
- Program Fellow | Massachusetts Education Policy Fellowship – Boston, MA

## LEADERSHIP EXPERIENCE, CONTINUED

### Dean of Students/Teacher/Advisor

#### Concord Academy

1999 - 2004

- Designed and implemented comprehensive support programs tailored to the needs of underrepresented BIPOC students at Concord Academy, enhancing academic success and personal growth for 50+ students annually in an independent school setting.
- Championed initiatives within Concord Academy to foster an inclusive school culture, addressing systemic barriers and promoting equity through policy changes, community events, and cultural competency training for staff and students, ensuring a welcoming environment for all.
- Delivered personalized advising and mentorship, focusing on academic achievement, social-emotional well-being, and college readiness. This support led to a significant increase in high school and college acceptance rates among minoritized students in the independent school sector.
- Organized and led leadership development workshops and programs for students, empowering them to take on leadership roles within the school and their communities. These initiatives fostered a sense of agency, self-advocacy, and excellence in an independent school context.

## TEACHING EXPERIENCE

- **Fifth Grade Teacher** | Nathan Hale Elementary, Boston Public Schools, 2007 – 2012
- **Technology Specialist** | Nathan Hale Elementary, Boston Public Schools, 2005 – 2007
- **Fourth Grade Teacher** | Malvern Elementary, McKinney ISD (TX), 2004 – 2005
- **Third Grade Teacher** | Memorial Elementary, Plano ISD (TX), 2002 – 2004
- **Seventh Grade ELA Teacher** | Marrero Middle School, Jefferson Parish (LA), 2001 – 2002

## NON-PROFIT & GOVERNMENT

### BOARD SERVICE

- **Founder** | **Black Boy Joy Summit** | January 2024 – Present
- **Co-Chair** | **Massachusetts Commission for LGBTQ Youth** | January 2021 – Present
- **President** | **Massachusetts ASCD Affiliate** | July 2024 - 2026
- **Board Member** | **Teaching While Queer** | May 2024 - Present
- **Board Member** | **Coalition of Schools Educating Mindfully** | Summer 2023 – Present
- **Ghana ASCD Conference Planning Member** | **IES2024** | Summer 2023 – Present
- **Council Member** | **Lesley University Alumni Council** | Fall 2021 – June 2024
- **Board Member** | **Lee Academy Pilot Governing Board** | Fall 2022 – Fall 2023
- **Committee Member** | **Boston Public Schools Racial Equity Planning Impact Committee (REPIC)** | Spring 2023
- **Co-Founder & Co-Host** | **SELinEDU the Podcast** | 2021 – Present
- **Past President** | **Emerging Leader ASCD Affiliate** | 2021 – Present
- **Board of Director** | **Massachusetts School Administrators Associate (MSAA)** | 2018 – 2020
- **Co-President** | **Boston Public Schools K-8 Principals Association** | 2015 – 2018
- **Founder and Chair** | **Boston Public Schools School Leaders of Color Think Tank** | 2015 – 2017