



## Press Release: Change in Company Ownership

Effective January 1, 2019, Jim Jankowski has taken over ownership and operational control of Ladd Associates from founder and CEO Jack Ladd. At the same time, Mr. Jankowski will be moving the company's headquarters to Newbury, NH.

Based in San Francisco, Mr. Ladd founded and had operated Ladd Associates since 1975 after stints with Time, Time Asia, and Saturday Review. In the mid-70s, Jack initiated the development of circulation and financial modeling software for magazine Publishers followed by a direct response analysis and planning tool for direct marketers. Mr. Jankowski joined the team in 1988 to lead the rejuvenation of the old mainframe systems, re-engineering them for office personal computers and networks as well as the ever-changing needs of Publishers and Direct Marketers ... systems now known as The **SMARTmodel**, **DARTexpert**, and **Etally**.

Jim stated "I want to thank Jack Ladd for his leadership in growing Ladd Associates from his single person consulting operation run from his home to a business that now supports three unique software systems that have helped more than a hundred clients over the years. Jack's business intuition and acumen have led us through many industry ups and downs and I appreciate his confidence in supporting me as I lead the Ladd Associates charge into the future. And, I am perhaps most thankful that Jack has agreed to stay involved as a trusted advisor as we take on the next wave of business challenges."

Added Jim, "While it is with great excitement that I accept Jack's passing of the torch, it is also with a great sense of purpose that we take on today's challenges in the direct marketing, publishing, and subscription business marketplaces."

### About Ladd Associates

Ladd Associates is a software solution provider for subscription business circulators, financial planners, direct marketers, and digital product vendors. Its systems are used as in-house planning tools for analyzing and budgeting business activities, optimizing direct marketing results, and enhancing long-range decision making.