



Parkland School District
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Mark J. Madson, Ed.D, Appointed Superintendent of Parkland School District

(Allentown) – On Tuesday, March 16, 2021, the Parkland Board of School Directors appointed Dr. Mark J. Madson as Superintendent of Parkland Schools effective July 1, 2021. Dr. Madson currently serves as Assistant Superintendent for Secondary Education and Support Services at Nazareth Area School District and will replace Richard T. Sniscak who will retire at the end of June.

Mark Madson started his career in education in 1998 where he served as a High School Business Education and Technology Teacher and Assistant Football Coach in Newton, Massachusetts. He joined Nazareth Area School District in 2001 in the same teaching and coaching capacity and steadily rose through the ranks by serving as Head Football Coach and then transitioning to Assistant Principal at Nazareth Area High School in 2008. In 2012, he joined the Central Office Administration Team to become the Director of Secondary Education and Educational Technology until he was promoted to his current position as Assistant Superintendent for Secondary Education and Support Services in 2017.

Dr. Madson received his Bachelor of Science in Education from Shippensburg University, a Master of Science in Educational Leadership from Wilkes University and his Doctor of Education in Administration and Leadership Studies from Indiana University of Pennsylvania. He has taught as an Adjunct Professor in Delaware Valley University's Doctor of Educational Leadership, Master of Education and STEM Endorsement Programs since 2014.

David Hein, President of the Parkland School Board said, "Hiring a new Superintendent is one of the most important responsibilities that falls squarely on the shoulders of a School Board. We spent hours getting to know quality candidates and I am proud that all nine School Board Directors volunteered to be involved in the decision-making process by serving on the interview committee. Dr. Madson impressed us with his interpersonal skills, his leadership philosophy and his passion for students and educators. His professional background, along with a deep understanding of many aspects of school district operations, makes him an excellent fit for this very important role."

Dr. Mark Madson stated, “I am honored and privileged to serve Parkland as the next Superintendent of Schools where it is evident that there is a love and commitment to educating the whole child. I want to thank the entire school board for their work during this process. Beyond the rich tradition of excellence in academics, athletics, and the arts, the Board has described Parkland as a true family atmosphere where all are welcomed and valued. I recognize the standard of excellence that the leadership has provided and that the community expects, and I will strive to continue that legacy. I am both humbled and eager to work closely with the Parkland School Board, administrators, teachers, and staff to ensure the continued success for ALL. I am committed to listening, learning, and communicating with transparency as we make the transition together in the months ahead. We are in challenging times educationally and beyond, but through our shared work, we will continue to grow and succeed. I am excited to become a member of the Parkland family.”

References remarked that Dr. Madson is a passionate school leader who possesses the vision, leadership qualities, and dedication required to serve at the helm of a school district. They also remarked that he is a hard worker who leads with integrity and shared insight as well as a love for children.

Dr. Madson and his wife, Lauren, have three children: Katie (18) Luke (16), and Cooper (10).

Gary McCartney, Parkland School District’s former Superintendent who hired Richard Sniscak to join the leadership team at Parkland School District in 1994, led the Superintendent Search Committee which included the entire 9-member Parkland School Board of Directors.

