



For Immediate Release

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APH Welcomes Three Senior Level Leaders

*American Printing House for the Blind adds trusted leaders
in the field to continue its mission.*

Louisville, KY (May 19, 2025) – American Printing House (APH) is pleased to announce the recent additions of **Matt Hastings** as the Chief Financial Officer; **Kelly Schmidt** as the Vice President of Human Resources; and **Andrea Brady** as the Senior Director, Engagement and Experience.

“I’m excited to expand our already strong core of leaders with the additions of Matt Hastings, Kelly Schmidt, and Andrea Brady. Each of these functional areas are vitally important to our organization and will benefit from the expertise and experience these leaders bring to APH” said Craig Meador, Ed.D., APH President.

Matt Hastings brings more than 20 years of financial leadership experience to APH, most recently serving as Senior Director of Finance and Global Operations Controller at Dana Incorporated. He currently serves as Chief Financial Officer, where he oversees APH’s financial operations, financial planning, analysis, and risk management.

Throughout his career, Matt has led complex financial operations across manufacturing environments, driven process improvements, and successfully supported organizations through periods of growth and change. His expertise in financial strategy, operational efficiency, and technology implementation (including SAP) will prove beneficial to APH.

Prior to joining APH, Matt led initiatives that delivered more than \$100 million in annualized cost savings and enhanced capital management systems.

Matt earned his degree in accounting from the University of Tennessee at Martin and an M.B.A. from Indiana Wesleyan University.

Kelly Schmidt is a forward-thinking human resources executive with more than 20 years of progressive leadership experience spanning global corporations and mission-driven nonprofits. She currently serves as Vice President of Human Resources at the American Printing House for the Blind (APH), where she leads all facets of people strategy—including talent management, labor relations, organizational development, and culture transformation.

At APH, she is redefining the employee value proposition, enhancing organizational clarity, and modernizing HR systems to support a diverse workforce that includes unionized production teams and corporate staff.

Prior to joining APH, Kelly spent over a decade with Yum! Brands, where she held global HR leadership roles across talent acquisition, employee engagement, and organizational effectiveness. She led major initiatives to centralize recruitment operations, implement contingent workforce management models, and scale international hiring processes across complex, franchised business units.

Kelly earned her Bachelors and MBA from Auburn University.

Andrea Brady is a respected public relations and marketing advisor who has spent her career defining, promoting and protecting the region's most recognizable brands. She currently serves as Senior Director, Engagement & Experience at the APH, where she leads "Dot 6", the internal marketing agency, overseeing communications, creative and sales functions.

For more than 20 years, she has led and built strategic partnerships with communications teams across a range of industries including non-profits, transportation, health care and health insurance, finance, utilities, manufacturing, education, local and national foundations, and much more.

Prior to APH, Andrea spearheaded award-winning communications and public outreach programs for two of the largest, most complex infrastructure projects in our region's history—RiverLink and the Sherman Minton Renewal.

Andrea earned her Master's in Business Administration from The University of Louisville and a Bachelor of Arts from Hanover College.

The new senior hires at APH are one part of the excitement that is transforming the halls of APH. Construction of The Dot Experience continues to change the look of our front door. Expected to open in October 2026, the world-class attraction is designed to change perspectives about blindness and empower individual action toward a world that welcomes everyone.

About American Printing House

[American Printing House](#) is a leader in designing innovative lifelong learning solutions for children and adults who are blind or low vision. We believe in the power and necessity of learning to open the doors to educational success, satisfying employment, and personal well-being. We level the learning playing field for students who are blind or low vision by providing specialized technology, materials, products, and services that are essential for education and life.

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