



FOR IMMEDIATE RELEASE: April 26, 2022

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EDmarket Team Grows to Support New Programs

(Gaithersburg, MD) — The Education Market Association (EDmarket) is pleased to announce the addition of two new team members to meet the needs of the organization as it expands its influence and member services.

Heather Tuley has joined the staff in the newly created position of Program & Content Manager. Her role is key to the successful implementation of EDmarket’s membership programs and thought leadership within the educational products space. In addition to 13 years as a classroom teacher, Heather brings extensive experience working with education associations most recently as Certification Manager at the Texas Association of School Business Officials (TASBO). She has a master’s degree in Education Leadership from Texas State University and bachelor’s degree in Marketing from Texas A&M University.



Kelly Fisher has been hired as Director of Marketing, charged with creating integrated marketing plans that support the growth of the association and its programs, events, and membership outreach efforts. Kelly comes to us after 13 years with Diversified Spaces, most recently as their Marketing & Brand Manager. She has extensive experience as a creative and art director for companies of all sizes both on a freelance and corporate basis. Kelly has a Bachelor of Fine Arts with a Concentration in Graphic Design from the University of Wisconsin.

“The addition of Heather and Kelly to the EDmarket team will allow the association to better serve the industry,” says Jim McGarry, EDmarket President/CEO. “They bring a unique and high level of industry and education knowledge that is key to our strategic plan for growth.”

The Education Market Association connects people who want to succeed in the education market by providing events, resources, and leadership to those serving education. For more information, please visit www.edmarket.org.

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