

For Immediate Release

Press Contact:

Rob Kremer, DRUM Agency
(404) 218-3077

Focus Marketing Brings New Approach to Solving Ed Tech Adoption Challenges

Education innovator Brian Healy named Partner

Asheville, NC (August 15, 2018) – Focus Marketing, a group of sales and marketing experts helping senior managers in the PreK-20 education industry accelerate growth, is pleased to announce Brian P. Healy has joined the firm as senior partner. Healy adds depth to assist education clients worldwide, as these companies seek to introduce and integrate new products and services that positively impact students, teachers and administrators.

For more than 25 years, Healy has helped education companies achieve unparalleled success selling into schools, B2B and consumer verticals. Recognized internationally as a results-oriented visionary and strategic senior executive in the PreK-20 education sector, Healy has been at the executive level of companies such as Teacher Created Materials, Hooked on Phonics and Kindermusik International. He has mentored and developed more than 250 sales and marketing leaders, while generating more than \$100,000,000 in education sector revenue. In addition, he personally modeled best practices for his teams by closing dozens of state/district and partnership deals in excess of \$1M annually.

“The Focus Marketing team and its clients are going to benefit from Brian’s extensive education industry experience and his uniquely focused sales management and channel development skills,” said Glen McCandless, founder and president at Focus Marketing. “He brings with him an amazing array of management tools to improve sales and marketing operations in the PreK-20 space.”

Healy takes a multifaceted approach to guide education companies in all areas of customer satisfaction, sustainable company growth and boosting adoptions to maximize opportunities in teaching and learning outcomes.

“I believe that matching student and teacher needs through innovative, proven, and practical learning solutions is the secret sauce to success for education companies,” said Healy. “By evaluating and implementing more effective sales processes, we are able to analyze performance gaps and put fixes in place. This allows our clients to successfully navigate the challenging buying process for school customers and introduce new innovations into our schools.”

To learn more about Focus Marketing and how you can achieve greater success in the PreK-20 education market, please visit www.EducationMarketExperts.com.

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