

# Join AEF's 'Drive for 25'

Make an Impact on the Future of MarTech Talent



The MarTech industry is currently facing a significant talent shortage making it challenging for companies to fill crucial roles. There is a vast gap in the MarTech talent pipeline and it has become very difficult to identify early talent who have interest and proficiency in marketing technologies. As an industry, we need to invest in the training and development of students while helping educators stay current with modern marketing practices.

**"Drive for 25"** is an actionable way for companies to educate and inspire students about what a successful career in MarTech looks like through an ANA university membership donation. There are **25 colleges and universities** who have raised their hand to become "adopted" by companies to incorporate MarTech training, guest speakers, and/or case studies into their curriculum.

Learn how to support this monumental shift to build a much-needed MarTech talent pipeline, by contacting **Marni Gordon, SVP, Partnerships** at [mg@aef.com](mailto:mg@aef.com).

[Learn more at aef.com/martech](https://aef.com/martech)

# Support AEF's MarTech 'Drive for 25' Initiative with an ANA University Membership

Help us reach our goal of adopting 25 schools in 2025!

1. Brooklyn College
2. Case Western Reserve University
3. Carnegie Mellon University
4. Kean University
5. Queens College (CUNY)
6. Rochester Institute of Technology (RIT)
7. San Jose State University
8. St. Augustine's University
9. Saint Peter's University
10. Texas Christian University
11. Texas State University
12. University at Albany (SUNY)
13. University of California, Davis
14. University of Cincinnati
15. University of the District of Columbia
16. University of Louisville
17. University of Minnesota
18. University of North Carolina at Chapel Hill
19. University of Pittsburgh
20. University of South Florida
21. University of Tampa
22. University of Texas at Austin
23. University of Virginia
24. Wayne State University
25. Yale University



Contact Marni at [mg@aef.com](mailto:mg@aef.com) to learn more