

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.

[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. American University
2. Babson College
3. Case Western Reserve University
4. Carnegie Mellon University
5. Fordham University
6. Ithaca College
7. Jackson State University
8. Kean University
9. Lincoln University
10. Queens College (CUNY)
11. Rochester Institute of Technology (RIT)
12. San Jose State University
13. Stony Brook University
14. Texas State University
15. University at Albany (SUNY)
16. University of California, Davis
17. University of Cincinnati
18. University of Georgia
19. University of Illinois Chicago
20. University of Nebraska, Lincoln
21. University of South Florida
22. University of Tampa
23. University of Tennessee
24. University of Washington
25. Wayne State University



Contact Marni at mg@aef.com to learn more