

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 2026!

1. American University
2. Babson College
3. California State University, Northridge
4. Case Western Reserve University
5. Carnegie Mellon University
6. Dillard University
7. George Washington University
8. Ithaca College
9. Jackson State University
10. New York University
11. Northeastern University
12. Ohio State University
13. Queens College (CUNY)
14. Rochester Institute of Technology (RIT)
15. Rutgers University
16. San Jose State University
17. Stony Brook University (SUNY)
18. University of California, Davis
19. University of Colorado, Boulder
20. University of Florida
21. University of Rochester
22. University of Tampa
23. Virginia Tech University
24. Wake Forest University
25. Washington State University



Contact Marni at mg@aef.com to learn more