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Industry Veteran Scott Beyer Joins EDmarket Team

(Silver Spring, MD) — The [Education Market Association \(EDmarket\)](#) is pleased to announce that Scott L. Beyer has joined the EDmarket headquarters staff as Director of Sales & Development. Scott will primarily be responsible for selling and growing exhibitor participation and sponsorship, but will also tap into his experience as a dealer to help meet the needs of all channel partners.

Scott brings over 25 years of industry and early childhood experience, most recently as the Merchandise Manager, Early Childhood and Special Needs for EDmarket member School Specialty in Greenville, WI. Prior to that Scott was the Director of Early Childhood Sales and Marketing for Nasco in Fort Atkinson, WI, also an EDmarket member. Earlier in his career Scott worked as an early childhood center director, curriculum development specialist, and teacher. He has both a master's degree in Continuing and Vocational Education, and a bachelor's of science degree in Child and Family Studies and Early Childhood Education from the University of Wisconsin-Madison.

“Scott has already hit the ground running, leveraging his existing relationships with both the vendor and dealer communities,” says Jim McGarry, EDmarket President/CEO. “We are excited that he has joined the EDmarket team and confident that he can help move the association forward in reaching our goal of becoming indispensable to organizations that want to succeed in the educational products marketplace.”

Contact Scott Beyer at sbeyer@edmarket.org or (800) 395-5550, ext. 1026.

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 on the Education Market Association, please visit www.edmarket.org.

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