

A New Way for Education Companies to Tap Proven Success Strategies

K-12 Industry Veterans Join Forces to Deliver Growth-Oriented Services

April 16, 2019, **Tustin, CA** – A team of K-12 education market experts have launched a new company with a range of services that help anyone enter, expand and compete more effectively in the global education market.

Two of the education industry's most successful veterans of school sales -- with over five decades combined experience – are introducing Education Market Experts, Inc (EME). It's an evolution and rebranding of Focus Marketing, a consulting firm which served the growth needs of leaders of K-12 companies for over 25 years.

Focus Marketing founder, Glen McCandless, partnered with Brian Healy to form EME and is joined by expert consultants Doug Mesecar and Dr. Lori Vollandt. Together, they work with companies to develop market-driven products and services, build powerful brands and drive lasting engagements with the decision makers who control the global education market.

Education sales and marketing leaders, product developers, investors, senior managers and policy makers tap into the team's expert insights, practical knowledge and extensive industry contact network. They use an array of proprietary strategic planning tools to guide their clients in developing superior strategies for product design, sales, marketing, and channel development.

To see examples of success services, to learn more about the Education Market Experts team and what they offer to help companies grow faster in the education market, visit www.EducationMarketExperts.com.

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