



FOR IMMEDIATE RELEASE

Mary Lue Peck Hired as National Speakers Association CEO

Tempe, AZ (January 2, 2018): The National Speakers Association (NSA), the leading organization for the professional speaking industry, has named Mary Lue Peck as their new Chief Executive Officer.

"I'm excited and enthusiastic about joining NSA. NSA is a dynamic organization that helps its members do what they love to do, which is educating and inspiring others. Our members are changing the world and inspiring the next thought leaders and innovators. I look forward to building upon NSA's legacy with the volunteer leaders and staff members," she said.

Peck will succeed Interim CEO, Chris Packard, who has been in the position since May of 2017 when long-time CEO Stacy Tetschner resigned after 25 years of service.

NSA's board of directors retained Sterling Martin Associates to conduct the executive search, which reached out to 545 individuals from around the country. Peck was unanimously voted as the finalist during their meeting on November 15, 2017.

In her former position, Peck oversaw all content and products, including conferences, publications, online learning, the *ISM Report On Business*®, new product offerings, marketing, and membership growth for the Institute for Supply Management (ISM), a global association with 50,000+ members. She helped turn around budget deficits, transform its culture, increase event attendance, sponsorship and membership, and improve its financial status.

"We liked the sound of pretty much all of that," 2017-18 NSA President Brian Walter, CSP, CPAE, said. "We look forward to her leadership."

Peck said her goals as the new CEO are to get to know members, grow and diversify revenue streams, accelerate profitability and increase engagement with members.

"I'm looking forward to getting to know the membership and the staff and immerse myself into the community," Peck said. "I want NSA to deliver even more value for members and attract and engage young professionals. I can't wait to start meeting members at Winter Conference!"

About the National Speakers Association:

The National Speakers Association (NSA) is the leading organization for professional speakers. NSA's thousands of members include experts in a variety of industries and disciplines who reach audiences as trainers, educators, humorists, motivators, consultants, authors and more. Since 1973, NSA has provided resources and education designed to advance the skills, integrity and value of its members and the speaking profession. Visit NSA's Web site at www.nsaspeaker.org.

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