



## Peter Baron Joins The Enrollment Management Association as Chief Member Relations Officer

PRINCETON, NJ, July 18, 2017—The Enrollment Management Association is pleased to announce that Peter Baron will join The Enrollment Management Association’s (EMA) leadership team as the organization’s chief member relations officer. Effective August 21, Peter will be responsible for the creation and oversight of EMA’s external programs as well as its membership promise. Peter will oversee EMA’s marketing and communications, member recruitment and retention, and outreach functions, as well as its leadership training programs, research, and other related strategic initiatives.

“We are honored to have Peter join our leadership team,” said Heather Hoerle, EMA’s executive director. “His knowledge of our member schools and awareness of the changing needs of and emerging opportunities in the domestic and international independent school communities is invaluable as we develop value-added research, education, and support for our membership. He is a thought leader in our industry, known for building strategic alliances and relationships that bring ideas and people together for the advancement of independent schools and students.”

With a career spent in product development, sales, relationship development, and marketing, Peter’s success has been built on listening to schools’ and families’ needs. Peter joins EMA from Blackbaud, where he served as a member of the K-12 executive committee and led the business development of its K-12 partner network, working with schools, associations, and other partners to increase the value of Blackbaud products across the entire school community. Prior to his work at Blackbaud, Peter served as the chief evangelist at WhippleHill, a cloud-based software provider to independent schools, where he developed and implemented the organization’s inbound marketing strategy. He is also the founder of edSocialMedia, a community-driven site dedicated to exploring the role of social media in education, and AdmissionsQuest, an online resource connecting independent schools and families via a range of social media-inspired tools. Peter has also served as the vice president of sales at inResonance, a company that provides data and web solutions for independent schools.

“EMA is the trusted partner for enrollment and admission leadership teams at schools, and in my mind, no other organization brings the value to its membership that EMA does each day,” said Baron. “I have been inspired by the organization’s transformation and evolution over the last few years. I am even more impressed with the member-focused culture that EMA has cultivated to support our industry’s growth. I look forward to working with our member schools, families, and the EMA team to create more opportunities to connect great students



with great schools. More important, I look forward to continuing to build a confident, informed enrollment community that will ultimately grow and expand the value of independent schools.”

Peter currently serves as a trustee for Wolfeboro, The Summer Boarding School, and participated on the executive committee of The Association of Boarding Schools’ (TABS) North American Boarding School Initiative. A graduate of Brewster Academy, Skidmore College (BA), and Tufts University (MAT), he lives in Seattle, Washington with his wife and two children.

Nicole Suozzi, EMA’s former chief member relations officer, will serve as senior director of leadership programs and research. “Nicole will direct the organization’s education of members on strategic enrollment management strategy and work closely with the organization’s leadership volunteer groups, such as our Admission Leadership Council, Admission Training Institute faculty, and advisors for the Admission Directors Institute, in framing research and education for EMA’s membership,” said Hoerle. “Nicole wished to use her passion for research and the creation of professional development learning communities to strengthen our educational offerings, thus benefiting enrollment and leadership teams in our schools.”

### **About The Enrollment Management Association**

The Enrollment Management Association provides unparalleled leadership and service in meeting the admission assessment and enrollment needs of schools, students, and families. For more information, please visit [www.enrollment.org](http://www.enrollment.org).

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