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33 Arch Street, Suite 2100
Boston, MA 02110
800.999.9080

asa.org

FOR IMMEDIATE RELEASE

American Student Assistance Welcomes Seasoned Strategic Marketer and Education Innovator as Chief Strategy Officer

*Former Higher Education and Workforce Consultant and Pearson Executive Annabel Cellini
Appointed to Leadership Role at National Nonprofit*

BOSTON – August 14, 2019 – American Student Assistance® ([ASA](http://asa.org)), a national nonprofit dedicated to helping students understand their education and career options and make informed choices to achieve their goals, today announced the appointment of Annabel Cellini as its Chief Strategy Officer (CSO).

Cellini will help to advance ASA's mission by fostering new partnerships and managing strategic initiatives that focus on providing students as early as middle school the tools and resources needed to find their path and plan for their future. She will collaborate with senior leadership to identify how ASA® can create and scale innovative programs and provide greater support to students nationwide.

“Annabel joins ASA at an exciting and meaningful time for our organization,” said **Jean Eddy, President and CEO**. “We've accomplished a great deal since we expanded our mission last year, making significant in-roads in an entirely new market, and reaching students at a much earlier point in their education journey. Annabel's knowledge, network, and leadership savvy will help us build on that momentum and accelerate our impact.”

Cellini has spent 20 years working with K-12, higher education, corporate learning and state government entities. She held numerous senior roles at Pearson dating back to 2001, most recently serving as the Senior Vice President of Strategy & Marketing in North America. Her expertise in education innovation is enhanced through her work with universities and organizations to expand access to higher education, her nonprofit board experience, and her role as an advisor to three ed-tech start-ups.

Follow Cellini on Twitter at [@AnnabelCellini](https://twitter.com/AnnabelCellini). View her bio and photo here: asa.org/bio/Annabel-cellini/.

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About American Student Assistance® (ASA)

American Student Assistance® (ASA) is a national nonprofit committed to helping kids know themselves, know their options, and make informed choices to achieve their education and career goals. ASA® has a 60-year legacy of working directly with students to increase their access to higher education through loans and financial education. ASA has turned its experience into impactful solutions for students in grades 6-12 to help them pursue their dreams. To learn more about ASA, visit asa.org/about-us