

Press Release

Teacher Created Materials Announces New Executive Vice President of Sales and Marketing

Trish Garza now leads all sales and marketing efforts at TCM

Educational publisher Teacher Created Materials (TCM) of Huntington Beach, CA, is excited to announce the appointment of Trish Garza as Executive Vice President of Sales and Marketing.

Trish joined the company in 1997 as TCM was establishing their Direct to School sales channel. She brought with her a strong, 16-year business background in marketing communications and advertising from industries including finance, healthcare, transportation, and real estate. With experience in branding, copywriting, video production, website development, direct mail, sales, and account management, Trish was fundamental in helping the company expand its reach directly to schools and district offices.

Throughout Trish's 20-year tenure at Teacher Created Materials, she has always met with success. At the outset, she was responsible for recruiting new sales consultants and developing marketing plans and sales collateral to support that new team. She was also responsible for closing many of the company's initial largest sales opportunities to key districts such as the Los Angeles Unified School District and New York City Public Schools. In recent years, she has worked strategically to build the TCM brand and marketing capabilities to systematically support sales growth worldwide.

"Trish has been a key player at TCM for the past 20 years," says Rachelle Cracchiolo, Founder and CEO of Teacher Created Materials. "There is almost nothing she can't do. The foundation that she helped to build for our sales and marketing teams has been pivotal to the success we experience today. I am excited to see where she will help us go in this new role."

As Executive Vice President of Sales and Marketing, Trish will apply her extensive experience to enhance all aspects of the sales and marketing process at Teacher Created Materials and help them continue their mission of making teaching more effective and learning more fun for teachers and students worldwide.

"Trish embodies everything we stand for as a company," says Corinne Burton, President of Teacher Created Materials. "Her ability to understand the education industry and build true, lasting relationships with our customers and business partners has helped us grow throughout her career with TCM. I know that her leadership and passion for collaboration will drive us forward to continue the success we have experienced for the past 40 years."

About Teacher Created Materials

Teacher Created Materials creates innovative and imaginative educational resources and services for students worldwide. Everything they do is created by teachers for teachers and students to make teaching more effective and learning more fun. TCM is celebrating its 40th anniversary this year.