Mark C. Perna, Tools for Schools, Founder/Author

“Enrollment, Retention, and the Millennial Generation”

Mark C. Perna is the founder of Tools for Schools in Cleveland, Ohio, a full-service strategic marketing and consulting firm that specializes in the career and technical education (CTE) field. He has partnered with schools, districts, and statewide organizations of all sizes nationwide to help them experience significant gains in enrollment, retention, and graduation rates.

Mark has over 16 years of experience in marketing for Fortune 500 companies and has devoted the last 14 years to career and technical education. As an expert in the field, Mark has published numerous articles on marketing in national publications, started writing his first book, and frequently delivers dynamic keynote speeches across the country including a special invitation to speak at Harvard University.

A proud member of ACTE, Mark also serves on the Future Horizons Committee, which is responsible for identifying emerging trends in workforce development. He is one of five founding CTE Master Consultants in ACTE’s Consulting Services Division that was established to deliver critical support, best practices, and strategic excellence to CTE schools nationwide.

