



FOR IMMEDIATE RELEASE
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McDuffee to serve as IOSTIA Director of Marketing
Veteran industry business development executive, MJ McDuffee has agreed to join the International Ocean Science and Technology Industry Association

(Washington, DC): MJ McDuffee, a veteran business development professional will be joining IOSTIA to provide sales and marketing support for this growing blue technology industry association. Ms. McDuffee will serve as the Director of Marketing and oversee membership marketing, sponsorship and sales activities.

Ms. McDuffee has spent nearly 20 years in the ocean science and technology industry working in various capacities including operations management, advertising, sales management, strategic partnerships, and conference administration. She will play an integral role in helping IOSTIA expand its programs and services in the coming months

IOSTIA CEO, Rich Lawson, commented, “Having a seasoned pro who knows our industry like MJ, is going to provide a huge boost to IOSTIA. We’ve experienced exceptional growth in our first year, and having skills like MJ possesses, will allow us to continue to expand our business-oriented membership programs and have a greater impact on the industry.”

Her full CV can be found on LinkedIn at <https://www.linkedin.com/in/mj-mcduffee-6ab3b19/>

“MJ first started working with us last spring on our signature event, BlueTech Expo”, continued Lawson. “It will be a seamless transition bringing her aboard at IOSTIA.”

McDuffee remarked “I am excited to start this new relationship with IOSTIA and look forward to working with the team to further develop their already expanding organization and program suite. I am fortunate to be on board with this highly respected and uniquely positioned group devoted to fostering connections between industry and government with the singular goal of advancing blue technology and its benefits.”

The International Ocean Science and Technology Industry Association (IOSTIA) is a Washington, DC-based 501(c)(6) industry association representing businesses that provide technology and services for sectors that sustainably and commercially utilize the oceans. IOSTIA provides benefits, programs services and a public policy voice that create new opportunities and encourage a favorable business environment for science and technology companies.