



## **American Student Assistance President and CEO Jean Eddy Wins National Leader Award for The EdTech Awards 2025 from EdTech Digest**

**BOSTON—April 9, 2025**—American Student Assistance® (ASA), a national nonprofit at the forefront of changing the way kids learn about careers and prepare for their futures, today announced that its President and CEO Jean Eddy has been named the [Winner of the National Leader category, EdTech Leadership Awards 2025](#), part of The EdTech Awards. In addition, ASA has been named a Finalist under the Company Setting a Trend category. Celebrating its 15th year, the U.S.-based EdTech Awards from EdTech Digest is the world's largest awards program dedicated to edtech.

After a career in higher education, Eddy has pivoted ASA's mission to swiftly and fundamentally change the nation's youth career readiness model. Over the past six years, under her leadership, ASA has worked to promote middle school as the best time to start career exploration; expand access to high-quality work-based learning opportunities like internships in high school; and support teens' transition to postsecondary education and career navigation, including nondegree pathways. Through advocacy, philanthropic giving, groundbreaking research, impact investing, and thought leadership, ASA has meaningfully moved the needle on career readiness learning for young people.

"I am truly honored to have won the National Leader Award, part of the prestigious and coveted EdTech Awards. ASA is proud to have contributed to the recent ascent of career readiness learning in the minds of young people, families, educators, businesses, and policymakers. We look forward to the day when all youth have access to experiences and resources necessary to make informed, confident decisions about what comes next after high school, so they can ultimately transition to their dream careers," said Jean Eddy.

"Congratulations to The EdTech Awards 2025 finalists and winners! The future of learning is being shaped right now, and those we honor here are leading the way. If there's one field ready to embrace and lead through change, it's this one," said Victor Rivero, who as Editor-in-Chief of EdTech Digest, oversees the program.

Eddy is an accomplished senior executive with more than 30 years of experience creating and leading organizations that promote successful operational efficiencies. She is deeply committed to student success. Prior to becoming its President and CEO, she served on the Board of ASA for 20 years.

She is the author of [\*Crisis-Proofing Today's Learners: Reimagining Career Education to Prepare Kids for Tomorrow's World\*](#) (Rowman & Littlefield, 2023), which addresses the epidemic of young people leaving high school who are not prepared for what comes next. Eddy is also co-host, alongside Michael B. Horn, of [\*Youth Career Readiness: The One-Question Podcast\*](#), which features celebrities and notable luminaries on career advice and insights for tweens and teens. Eddy has been utilized as an industry expert resource as well as published in numerous national, regional, and trade media outlets including *NBC/Today*, *CBS News Boston*, *The Wall Street Journal*, *U.S. News & World Report*, *The New York Times*, *USA Today*, *CNBC*, *Fortune*, *The Hechinger Report*, and *District Administration*. Eddy is also a *Forbes.com* contributor. She holds a bachelor's degree from Roger Williams University and a Master's degree from Johnson & Wales University.

### **About EdTech Digest and The EdTech Awards**

EdTech Digest, a leading source of cool tools, interviews, and trends showcasing the future of learning — annually honors the best and brightest people, products and groups working in edtech with The EdTech Awards. Cool Tool, Leadership, and Trendsetter honorees span the K-12, Higher Ed, and Skills & Workforce sectors.

### **About American Student Assistance® (ASA)**

American Student Assistance® (ASA) is a national nonprofit at the forefront of changing the way kids learn about careers and prepare for their futures through access to career readiness information and experiences for all. ASA helps middle and high school students to know themselves—their strengths and their interests—and understand their education and career options so that they can make informed decisions. ASA fulfills its mission—in schools and beyond the classroom—by providing free digital experiences, including Futurescape®, Next Voice™, and EvolveMe®, directly to millions of students, and through advocacy, impact investing, research, thought leadership, and philanthropic support for educators, intermediaries, and others. ASA fosters a generation of confident, crisis-proof young people who are ready for whatever path comes next after high school. To learn more about ASA, visit [www.asa.org/about-asa](http://www.asa.org/about-asa).