

New Mexico/Texas Alliance for STEM Education Announces Marketing Head

Written by Australian Business

(PRLEAP.COM) ALBUQUERQUE, NEW MEXICO - JANUARY 31, 2014 - Education incubator and start up New Mexico/Texas Alliance for STEM Education has announced Ramon Jaime has been selected to head its marketing and branding effort for the newly forming organization.

Jaime will have oversight of the strategic direction, expansion and operation of the organization's marketing and advertising programs. According to Alma Torres, chair of the NMTASE, "Mr. Jaime has an extensive and impressive background growing organizations much like ours and we are pleased and thrilled to have him join our developing organization. He brings a wealth of experience with him and we have great expectations for a successful future."

Mr. Jaime has over 20 years executive experience in marketing and advertising in publishing, corporate and non-profit sectors, including DBR Creative in Los Angeles, California and Emmis Communications based in Indianapolis, Indiana. He is a native of Los Angeles, California and expects his transition to the New Mexico and western Texas area to be exciting and productive. "I'm looking forward to serving the Latino community in this area and I have high hopes for promoting STEM education throughout the region."

The New Mexico/Texas Alliance for STEM Education was created to expand the efforts to promote science, technology, engineering and mathematics for Latino students in the Southwestern United States.

"STEM education and science-related jobs are important for local communities and the economic stabilization for areas that are predominately Latino." Torres says. "In order for Latinos to be competitive in the new green economy, we need to promote STEM education and increase the number of Latinos within the technical and science sectors," Torres concluded.