



## American Student Assistance Announces CEO Transition

*Jean Eddy Steps Down After Nine-Year Tenure*

*Julie Lammers Appointed President and Chief Executive Officer*

**BOSTON—August 26, 2025**—American Student Assistance® (ASA), a national nonprofit changing the way kids learn about careers and prepare for their futures, today announced a leadership transition under which award-winning leader and author Jean Eddy is stepping down as President and Chief Executive Officer after nine years leading ASA, effective September 1, 2025. Succeeding Eddy will be President and CEO Julie Lammers, ASA's current Executive Vice President. Eddy will continue to serve as Executive Chair and an advisor to ASA's Board of Directors and the new President and CEO.

“On behalf of the entire Board, I want to extend our deep appreciation for Jean’s substantial and lasting contributions to ASA, and we look forward to continuing our work together in the months ahead as we prepare for the next exciting chapter that Julie and the ASA team will lead. Jean has been an integral part of ASA since 1996, first as Board member and head of various committees, and then at the Board’s request, as President and CEO, where she oversaw the remarkable expansion in ASA’s focus from college student loan guarantor to helping kids—as early as middle school—find themselves, their purpose, and ultimately, their place in the world. This is profoundly important work, especially now, and Jean’s stellar leadership, dedication, and vision have shaped ASA’s future and sparked a movement—and the movement essentially is this: a path for every kid, a plan for every future. We and the millions of kids and families impacted owe Jean a debt of thanks,” said Lawrence H. Gennari, Chair of the Board of Directors, ASA.

Eddy has transformed ASA’s mission and purpose since taking on the role as President and CEO nine years ago. Pivoting ASA from a nonprofit with a higher education focus, she sought to create a nationally recognized youth career readiness organization that could proactively reach kids earlier during the educational journey, starting in middle school and then continuing through high school, as they make the critical decisions about life after high school.

During Eddy’s tenure, ASA has set millions of young people on a path to success through its award-winning, innovative career readiness platforms such as Futurescape® and EvolveMe®. The organization has also deepened its impact through an impact investing arm that has committed to invest \$150 million in mission-aligned funds and companies fostering innovation in career-focused education, a philanthropic grantmaking initiative totaling \$65 million to support nonprofits and communities expanding career readiness learning opportunities for underserved learners, and the launch of the ASA

Center for Career Navigation at JFF alongside its related digital experience. Together, these milestones reflect Jean's vision to empower young people to confidently navigate quality education and career pathways after high school.

The newly appointed President and CEO Julie Lammers joined ASA in 2009 and has held various leadership roles at the organization over the last 15 years, including serving as Senior Vice President of Advocacy and Corporate Social Responsibility for four years before recently taking on the role of Executive Vice President. She brings a deep understanding of ASA's mission and a passion for changing the lives of young people to her new role.

"It has truly been an honor and a privilege to have worked alongside so many dedicated and talented professionals at ASA. Together we have contributed to the recent ascent of career readiness learning in the minds of students, families, educators, businesses, and policymakers. The time has come for me to pass the baton to the next generation of leaders in the youth and young adult career readiness arena, so that we can ensure that every young person has access to experiences and opportunities that enable them to find their *Ikigai*, a Japanese concept referring to something that gives a person a sense of purpose and reason for living. When it comes to guiding our young people to choose careers that are right for them, *Ikigai* means helping them find the intersection between what they love, what they're good at, what the world needs, and what they can be paid for," said Eddy.

"Jean has been a singularly impactful leader, stalwart supporter and friend, and I'm honored to be the next President and CEO of ASA," said Lammers. "Collaborating closely with our newly appointed executive leadership team, I look forward to the day when all teens and young adults have the information and experiences they need to explore and experiment with careers, make informed decisions about their post-high school plans, and confidently navigate their own path to success."

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

American Student Assistance® (ASA) is a national nonprofit 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).

