



**Source:** *Diamond Assets LLC*  
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## **Diamond Assets Adds to Leadership Ranks to Support Company Growth**

JANESVILLE, Wis., Dec. 13, 2017 (GLOBE NEWSWIRE) -- [Diamond Assets](#), the most trusted Apple trade-up partner for schools and enterprises, announced three additions to its leadership team to support the company's rapid growth. Penny Hartwell and Mark Rand have joined the company's education division and Ryan Egan will service the enterprise market. All focus on helping organizations create sustainable technology strategies by maximizing their current Apple equipment's residual value.

Hartwell is vice president, business development for the Northeast and Mid-Atlantic regions and also leads the company's nationwide higher education efforts. She has more than 20 years experience running sales and support functions for large scale education programs in 35 states. Before joining Diamond Assets, Hartwell served as senior vice president of Kaplan Higher Education, where she oversaw admissions technology, operations, learning, career services and high school, community and military relations programs. She earned a bachelor's degree from Bloomsburg University of Pennsylvania and resides in the Philadelphia area.

Rand has been named vice president, business development for the Southeast region. A 10 year veteran in helping educational organizations manage their technology assets, Rand previously was an account executive at Apple, where he serviced hundreds of school districts in Texas. Notably, he helped Stephenville Independent School District deliver technology to every student (1:1), deploying more than 4,000 iPads in under two years. Rand earned a bachelor of science degree in Industrial Distribution from Texas A&M University and resides in Houston.

Egan joined the company as national account executive—enterprise. He has extensive experience helping organizations manage their technology assets, most recently serving as a sales team manager for the Apple Online Store, where he lead SMB growth in U.S., Australia/New Zealand (ANZ) and Europe/Middle East/Africa (EMEA) markets. He and his family reside in Houston.

"Diamond Assets works with organizations to help them leverage the residual value of their Apple devices, providing the funding needed for schools and enterprises to provide the best tools for learning and working environments," said Mike McKenna, president of Diamond Assets. "Diamond Assets has grown quickly as an increasing number of organizations realize the benefit of adopting sustainable technology practices."

To keep pace with growth, Diamond Assets announced it was constructing a 50,000 sq. ft. headquarters building in Milton, Wis., which will be ready for occupancy in March 2018. The new building will allow the company to more than double the number of full-time employees in the next couple years.

### **About Diamond Assets**

Diamond Assets is the most trusted Apple hardware trade-up partner, working with organizations to maximize the residual value of their Apple devices. Founded in 2014, the company has grown to 120 employees located at their Janesville, Wis. headquarters and across the country. For more information visit [www.diamond-assets.com](http://www.diamond-assets.com).

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