

Diamond Assets adds to leadership ranks

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Diamond Assets, an Apple trade-up partner for schools and enterprises, announced additions to its leadership team to support the company's growth. Penny Hartwell and Mark Rand have joined the company's education division and Ryan Egan will service the enterprise market. According to a news release, all will focus on helping organizations create sustainable technology strategies by maximizing their current Apple equipment's residual value.



Penny Hartwell

Hartwell is vice president, business development for the Northeast and Mid-Atlantic regions and 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. Before joining Diamond Assets, Hartwell served as senior vice president of Kaplan Higher Education. She earned a bachelor's degree from Bloomsburg University of Pennsylvania and resides in the Philadelphia area.



Mark Rand

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. 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 experience helping organizations manage their technology assets, most recently serving as a sales team manager for the Apple Online Store. He resides in Houston.



Ryan Eagan

Diamond Assets is constructing a 50,000-square-foot headquarters building in Milton and will allow the company to more than double the number of full-time employees in the next couple years. Founded in 2014, Diamond Assets has grown to 120 employees located at their Janesville headquarters and across the country.