



FOR IMMEDIATE RELEASE

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Kelly Hamilton Joins Invoke Learning™ to Lead Sales Efforts
Hire Marks the Start of a New Chapter in the Company's Growth

Indianapolis, IN: Invoke Learning, the higher ed predictive-analytics company driving success across the full student journey, today announced that Kelly Hamilton has joined the company as Vice President of Sales. With Kelly on board, the company is poised to expand its footprint more rapidly in the higher ed analytics market.

“Adding Kelly to the team significantly broadens our ability to grow Invoke Learning by having a dedicated and education-experienced sales executive to solidify our growth efforts,” said Lige Hensley, CEO and Co-Founder of Invoke Learning. “Kelly’s experience in the education market – teaching, administration, marketing, and sales – makes her a unique candidate to help move Invoke Learning to our next stage of growth.”

Kelly has been in the education market for 23+ years. After being a teacher and administrator at Guerin Catholic High School in Indianapolis, she joined ANGEL Learning to lead K12 marketing efforts. Once acquired by Blackboard, she held various marketing roles before moving into higher ed sales. A manager of some of Blackboard’s most strategic client partnerships, Kelly accepted Blackboard’s Chairman Award in 2021, a client-nominated honor. Kelly was also a consultant for the Center for Evaluation and Education Policy (CEEP) at Indiana University and was a founding board member of Nexus Academy of Indianapolis.

“I’m thrilled to join the team at Invoke Learning,” said Kelly Hamilton, new Vice Present of Sales. “I look forward to bringing my relationship building experience to a new team where we are focused on visualizing data so leaders can take meaningful action to positively impact the full student experience.”

About Invoke Learning

[Invoke Learning](#) provides an advanced-analytics solution for higher education that helps ensure the best possible outcome for each and every student. By combining academic and public data with artificial intelligence, Invoke Learning provides insights that can positively impact the full student journey - enrollment, retention, engagement and DEI - all leading to better student outcomes. With our [InvokeDataLake and supporting solutions](#), Invoke Learning will meet you where you need us.