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## **IMEA Team Doubles in Size to Support Increased Programs and Engagement**

*Kelcee Allen Joins FUSE as IMEA Marketing Manager and  
Deb Wetherbee as Senior Business Development Director*

February 15, 2024, Needham, MA—FUSE Research Network (FUSE) is pleased to announce the addition of Kelcee Allen as Marketing Manager for the Investment Management Education Alliance (IMEA). In her role, Allen will execute communications and promotional strategies, oversee IMEA's digital footprint and manage the popular STAR Awards Program. Allen will also support IMEA's Executive Council Program, which includes Data, Distribution, Marketing and Product groups. "Kelcee's proven abilities in marketing, communications, website management and impeccable client service mindset align perfectly with what is needed to drive IMEA's growth to record levels," said Neil Bathon, Managing Partner of FUSE.

Allen will report to IMEA Executive Director Kimber Lintz and will help ensure that IMEA continues to deliver the superior engagement opportunities members have grown to expect from the trade group. In addition to 2024's education, philanthropic, job matching and Executive Council expansion initiatives, a 50% increase in live events is scheduled this year in response to members' requests for more opportunities to collaborate at IMEA's "safe haven" forums. "Kelcee's experience and mix of skills make her the perfect addition for a group tasked with elevating multiple aspects of IMEA's value proposition so as to achieve premier status in the investment industry," said Lintz.

Previously, Allen spent 10 years at the Home Builder's Association (HBA), where she was responsible for multiple marketing functions, including member communications, digital marketing, website management, graphic design, social media and content strategy. She also served as Director of the two most successful HBA programs, the Parade of Homes and Artisan Homes Tour. "I'm honored to become a member of the IMEA at this important time," said Kelcee. "I look forward to working closely with members as the IMEA continues to provide unique and valuable support to the investment management industry's top leaders."

FUSE recently announced that industry veteran Deb Wetherbee has joined FUSE as Senior Business Development Director tasked with achieving IMEA's member expansion goals. "Deb's extensive experience and vast network will be invaluable to IMEA's growth initiatives," said Lintz. Wetherbee's career includes senior roles with Financial Research Corporation, Kasina (now SS&C), Asset TV, and White Marble Consulting. "Having attended many IMEA events throughout the years, I've witnessed firsthand the incredible value members receive. I'm delighted to join the growing IMEA team and help expand the organization," added Wetherbee.

The addition of Allen and Wetherbee will strengthen the continued evolution of the association and help guarantee that IMEA membership is the #1 value among trade groups in terms of targeted programs and personal engagement.

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**About IMEA:** *The Investment Management Education Alliance (IMEA) is a leading trade group dedicated to advancing the asset management industry through education, collaboration, and innovation. IMEA provides a platform for industry professionals to connect, exchange ideas, and stay informed about the latest developments in investment management. With a commitment to excellence and member-driven initiatives, IMEA continues to be a trusted resource and advocate for its diverse membership base. For more information, visit [www.imeaconnect.com](http://www.imeaconnect.com).*

**About FUSE:** *FUSE was launched in 2008 to deliver tactical decision support that improves the effectiveness of the sales, national accounts, marketing, and product functions at investment management firms. To deliver on its unique value proposition, FUSE has built a decision support team that is unparalleled in its ability to deliver practical and actionable guidance in response to client challenges. By carefully cultivating a network of industry contacts from all facets of the business, FUSE is able to deliver solutions that go well beyond traditional business intelligence offerings. [www.fuse-research.com](http://www.fuse-research.com)*