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**For Immediate Release**

## **PCI Promotes Becky King to Vice President, Marketing and Education**

CHICAGO, July 17, 2024 – Becky King has been promoted to Vice President, Marketing and Education at the Precast/Prestressed Concrete Institute (PCI). Under her new title, she will continue to oversee all PCI programs under the Marketing Council and Education Activities Council, serve as liaison to local PCI chapters and partner affiliates, and work with the PCI Foundation on its education efforts.

King had been managing director of marketing and education. She has worked with the PCI Marketing Council and marketing committees and the PCI Education Activities Council. She has led the PCI marketing and education staff and the PCI regional executive directors in increasing the market share and awareness of precast concrete. King has worked at PCI since 2016. She holds a Bachelor of Science degree in business management from Elmhurst College in Elmhurst, Ill.

“I am excited to step into the role of Vice President of Marketing and Education,” King said. “I am dedicated to continuing the initiatives that drive growth in our industry, and together with PCI members, enhance awareness of precast concrete and expand market share.”

“Becky’s promotion to vice president is in recognition of the leadership and tremendous growth she has brought to the many programs for which she and her team is responsible, including an incredible increase of 33 percent in on-line courses completed in both 2022 and 2023,” said Bob Risser, PCI president and CEO.

**About PCI**

*Founded in 1954, The Precast/Prestressed Concrete Institute (PCI) is a technical institute for the precast concrete structures and systems industry. PCI develops, maintains, and disseminates the Body of Knowledge for the design, fabrication, and construction of precast concrete structures and systems. PCI develops consensus base standards, industry handbooks, quality assurance programs, certification, research and development projects, design manuals, continuing education, and periodical publications. PCI members include precast concrete producers, erectors, suppliers, professional engineers and architects, educators, students, and industry consultants who complement the wide range of knowledge of precast concrete. For more information, visit [pci.org/howprecastbuilds](http://pci.org/howprecastbuilds).*