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For Immediate Release

Precast/Prestressed Concrete Institute Names Director of Membership, Business Development

CHICAGO, January 30, 2025 – The Precast/Prestressed Concrete Institute (PCI) has named Natalie Martin as its new director of membership and business development. Martin will implement PCI’s membership growth and retention strategy, and manage member engagement, while also serving as the liaison for several committees to help build a strong membership culture within PCI. She will also promote the institute’s sponsorship opportunities to its members and spearhead business development.

“I am honored to work with such a dedicated and talented group of people here at PCI,” Martin said. “I look forward to sharing my passion and support for the precast concrete industry with my team. Together, we will strengthen our relationships with our existing members, build relationships with new members, and lay the foundation for spotlighting my fellow associates.”

Martin most recently served as regional sales manager at WMC, a steel wire manufacturer based in The Woodlands, Texas. She previously held sales positions with Cresset Chemical Co. and Stalite Lightweight Aggregate. She is a graduate of the Concrete Industry Management, Business Administration program at Middle Tennessee State University.

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.