

Mary M. Perry

Vice President of Business Development & Strategic Partnerships



Mary Perry's current role involves aligning partners with Follett's thought leadership and distinctive offerings. She fosters strategic relationships to develop new stores and customer experiences, leveraging her sales background to create rich partnerships and offer custom solutions to advance shared missions.

Mary's own academic experience fuels her ongoing passion to make a difference for students, providing affordable products that advance the student journey. She understands Follett can change lives by making it easier for students to learn and by giving students access to the resources they need to be successful. Mary truly values her customers as partners in advancing the greater good through academic and alumni experiences.

As an authentic connector, Mary enjoys an active network and current understanding of the industry. Mary's exceptional relationship management skills have earned her a 98% customer retention rate. She enjoys working with some of the most inspiring academic leaders in America to effect positive change.

Mary joined Follett as Vice President of Marketing across the western United States. In this role, she grew accounts by almost 200% and closed the largest account in the western U.S. She also implemented a process for renewals, standardizing and tracking best practices.

Mary earned her B.A. from the University of California at Santa Barbara and her M.B.A. from Saint Mary's College in Moraga, California.

After six years of service with the National Association of College Auxiliary Services, Mary fulfilled the maximum two terms. She also served on the Western Association of College and University Business Officers (WACUBO) business partner advisory committee, planning conferences and fostering engagement with members.

Mary serves on panels discussing topics such as campus trends, course materials affordability, and equitable access to course materials. She has also been recognized with numerous leadership awards.