

## Erika McCarthy

Erika manages marketing activities at NICHQ. Erika joined NICHQ from SkillSoft, a provider of on-demand e-learning and performance support solutions for global enterprises, government, education and small- to medium-size businesses, where she served as marketing manager. Prior to joining SkillSoft, she served as a marketing and communications consultant for a variety of nonprofit, technology and education clients. Previously, she was the public relations manager for Boston's Children's Museum, where she expanded the Museum's visibility to national proportions, increasing attendance and playing an instrumental role in the Museum's strategic purchase of the Computer Museum. She started her career at a high-technology public relations agency, launching pre-IPO companies including Lycos and Fairmarket, Inc. She earned both a Master of Arts degree in communications and Bachelor of Science degree in journalism from Suffolk University.