

TTA Named to Training Industry's 2026 Custom Content Development Watch List for Ninth Consecutive Year

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MARLBOROUGH, MA, UNITED STATES, March 31, 2026 /EINPresswire.com/ -- TTA, a leading provider of [learning and development talent and training solutions](#), has been named to the 2026 [Custom Content Development](#) Watch List by Training Industry, Inc., marking the ninth consecutive year the organization has received this recognition.



The annual Watch List highlights companies that demonstrate strong capabilities in developing engaging, customized learning content designed to address complex business challenges. Selection is based on several key factors, including the scope and quality of custom content development services, market presence and innovation, strength of client relationships, and overall business performance and growth trajectory.

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Being recognized for Custom Content Development for nine consecutive years is a true honor, reflecting our commitment to delivering exceptional results for our clients.”

Maria Melfa, CEO and President of TTA

This recognition reflects TTA's ability to align specialized [instructional design talent](#) with the unique demands of each engagement. By combining deep expertise with a highly curated network of learning and development professionals, TTA delivers custom content that is purposeful, engaging, and built to perform. This approach

gives organizations the flexibility to execute complex initiatives with precision, regardless of scale or industry.

“Being recognized for nine consecutive years is a true honor and reflects our continued commitment to delivering exceptional results.” said Maria Melfa, CEO and President of TTA. “Our clients consistently rely on us because of the results we deliver and our ability to turn complex

challenges into high-impact learning. We're proud of our exceptional network of talent and the lasting partnerships we build, which deliver tailored solutions that drive meaningful growth. We're especially grateful to our clients for their continued trust and to our network for consistently delivering exceptional work."

Over the past year, TTA has continued to expand its custom content capabilities, incorporating emerging technologies such as AI-enabled learning, adaptive experiences, and innovative digital learning solutions. These advancements, combined with a strong client portfolio and long-standing partnerships, have contributed to continued growth and ongoing industry recognition.



"The 2026 Custom Content Development Watch List spotlights a select group of companies that create engaging, customized content for interactive and immersive solutions, enabling clients to effectively tackle their business challenges," said Danielle Draewell, director of market and business intelligence at Training Industry, Inc. "By utilizing innovative technologies and specialized expertise, these organizations deliver distinctive learning experiences through eLearning, simulations, games and other formats, ensuring strong alignment with the unique needs of both businesses and their learners."

About TTA

TTA is an award-winning, certified women-owned business and a global leader in learning and development talent and training solutions. With one of the largest networks of vetted L&D professionals in the industry, TTA helps organizations design, develop, and deliver impactful learning experiences that drive business results. To learn more, visit

<https://thetrainingassociates.com/>

About Training Industry, Inc.

Training Industry is the most trusted source of information on the business of learning. Our authority is built on deep ties with more than 450 expert contributors who share insights and actionable information with their peers. Training Industry's courses, live events, articles, magazine, webinars, podcast, research and reports generate more than 10 million industry interactions each year, while the Top 20 Training Companies Lists help business leaders find the

right training partners. Learn more: <https://trainingindustry.com>

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