

Tyna Hull



An EDI thought leader and seasoned expert, Tyna Hull is President of UnitechEDI – the industry leader in EDI services for book publishers. Tyna entered the EDI arena in the apparel industry, later making the transition to specialized consultancy services for small businesses. In 2003, she joined UnitechEDI’s team of specialists as a consultant, bringing her EDI experience and developing her specialization in EDI for the publishing industry. Further strengthening the company’s customer base and savvy service offering for publishers, in 2019, her work encompassed full management of the company, and in 2023 as Owner/President of UnitechEDI, Inc.

Led by Tyna, today UnitechEDI is the market’s sole specialist providing EDI translation software and e-commerce services uniquely for publishers - trusted by the book industry for 30 years, its team of hands-on experts are working with the foremost publishers, VANs (Value Added Networks) for EDI communications, ERPs, and third-party logistics vendors.