



Brett Gordon Named President of Madden Media

Gordon's valuable industry experience and insight will lead company's innovation and growth

TUCSON, AZ (December 28, 2023) Brett Gordon has been named president of Madden Media, a leading destination marketing agency. Gordon, who has served as the Chief Revenue Officer for the past 5 years, will assume his new role effective January 1st.

With nearly two decades of experience at Madden Media, Gordon has been instrumental in developing the company's dynamic client-focused teams and leading them to notable success in the industry. This promotion comes as a recognition of his significant contributions to the company's growth and his innovative leadership style.

"Brett's unique ability to blend strategic vision with operational excellence has been our key to growth and success at Madden Media," said CEO, Dan Janes. "This promotion is a testament to his exceptional leadership and remarkable results. We look forward to Brett leading Madden to success in the new year in this new position."

Into 2024, Brett will continue to drive the company's innovation and growth, ensuring Madden Media remains at the forefront of destination marketing. His approach is characterized by a perfect amalgamation of professionalism, creativity, and inclusivity, which aligns with Madden Media's commitment to delivering exceptional results for its clients.

"I am honored and excited to take on the role of president at Madden Media," said Brett Gordon. "This company has been my home for most of my professional career, and I am deeply committed to continuing our tradition of excellence and innovation. I look forward to leading our talented team as we explore new opportunities and continue to deliver outstanding results for our clients."

About Madden Media:

Madden Media is a dynamic destination marketing agency where imagination and curiosity are kindled through a unique blend of data-driven insights and vivid creativity. Our approach is deeply rooted in cultivating connections with communities, artfully weaving their stories into the very heart of our work. This strategy fosters sustained economic growth and collective impact, always with an element of surprise. At Madden Media, we do more than just market destinations; we bring their narratives to life, crafting lasting and memorable experiences that resonate locally and globally.

Media Contact:

Brianna Francis

Director, Public Relations

Madden Media

bfrancis@maddenmedia.com

maddenmedia.com

#####

