



Madden Media Announces Leadership Expansion

Madden's Commitment to Boutique Service and Data-Driven Marketing Remains at the Forefront

TUCSON, AZ (February 15, 2024) - Continuing its commitment to offering boutique services, Madden Media is excited to announce key leadership expansions across our team. As a fully remote company servicing more than 200 destinations across the contiguous United States, Madden has expanded our team structure to provide dedicated service to our clients with in-depth knowledge of their particular regions and visitors.

Building on the initiative-focused service success of our three foundational agile teams, we are excited to expand to five teams and install veteran leadership for each team. Company promotions include Jake Sillavan, Vice President of Team Yeti, and Daryl Whitworth, Vice President for Team Jackalope.

“Our expansion to five agile teams underlines our commitment to provide unparalleled, region-specific expertise to each of our partners. With our roots deeply entrenched in providing outstanding client service, this move fortifies our ability to deliver personalized, data-driven marketing solutions,” said Madden Media President, Brett Gordon. “Our agile teams, led by seasoned professionals, are poised to bring a fresh perspective and tailored strategies, ensuring every destination's story is told in the most impactful way.”

Supporting our clients across these unique agile teams, we've further bolstered our leadership with Heather Molina promoted to Director of Strategic Insights and Ashley Dogwillo to Senior Director of Creative Services. Molina will helm our expanding data and research team, with a focus on key Artificial Intelligence (AI) initiatives, while Dogwillo will drive the strategy and execution of diverse creative service offerings, including experiential activations and unique content development efforts across video, content creators, and email marketing.

“As we expand our leadership and creative capabilities, our focus remains steadfast on driving meaningful results for our clients. Heather Molina's leadership in data and insights, coupled with Ashley Dogwillo's creative direction, represents our investment in meeting and exceeding the evolving needs of destination marketing, said Dan Janes, CEO of Madden Media. “This strategic alignment empowers us to forge deeper connections, unlocking new opportunities for storytelling and engagement in the ever-changing landscape of travel and tourism.”

These strategic shifts in team structure and client services reinforce our commitment to advancing thought leadership in the industry, ensuring that we continue to connect unique destination stories directly with consumers.

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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.

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