

VISIT DENVER Board Retreat Devil's Thumb Ranch | Aug. 24 - 25, 2023

Speakers

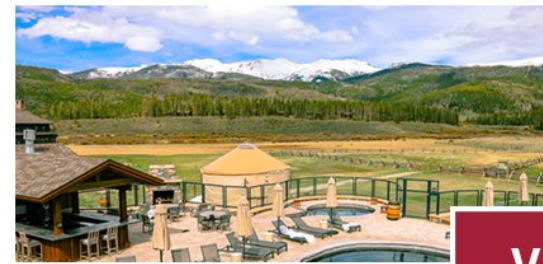


Greg Oates
Senior Vice President of Innovation
MMGY NextFactor

Greg Oates, Senior Vice President of Innovation at MMGY NextFactor, has a proven track record working with the public, private and civic sectors to develop destination master plans and other strategic frameworks for North American DMOs. He is recognized as an industry leader for identifying how governments, industry and communities collaborate to develop a shared strategic vision for their collective future. And more importantly, his work prioritizes how stakeholders execute the required strategies for achieving shared success.

Before MMGY NextFactor, Greg led tourism and hospitality brand partnership strategy at Skift, a travel industry B2B media, event, research and consultancy group. He produced marketing strategy and research for dozens of DMOs ranging from VisitBritain to Visit Phoenix. He also developed strategic corporate plans for hospitality companies including Airbnb and Marriott.

In 2019, NextFactor joined forces with MMGY Global, the world's largest integrated marketing company specializing in the travel, tourism and hospitality industries. As part of the MMGY Global family, their clients have access to insights and experts across multiple agencies throughout the world.



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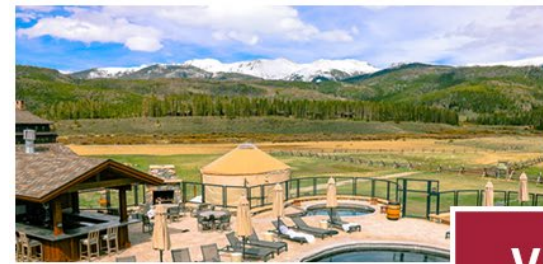
Andrea Stone
Managing Director
Brand Juice

As Managing Director at BrandJuice and a leader at the agency since 2000, Andrea is a builder of brands, culture and relationships. She guides the company's services across, insights, strategy, and design practice areas. Her mission is to help brands achieve simplicity within complex strategic dynamic and evolving innovation landscapes - a focus that unfolds with bright and colorful vision to help teams craft just the right in-market execution. Here leadership stems from decades of experience, creating connections for impact and growth within B to B and consumer industries – from technology, healthcare and pharma, to consumer, destination and experience brands.



Amanda Cook
Group Director
BrandJuice

Amanda strongly believes that taking an anthropological approach to creating brands is the best way to influence human behavior, build loyalty and grow market share. With a background in journalism and a fascination for telling a good story (followed by a good laugh), she focuses on engineering brand strategies and conversations that will get to the interconnectedness of ideas, people and solutions. Amanda maintains that without the knowledge of “why”, the right solution cannot be found. She applies this approach to build brands for a range of global industries including consumer packaged goods, tourism, health and place.



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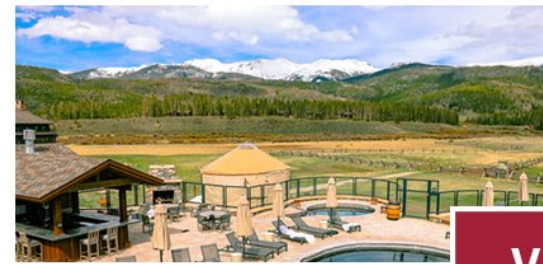


Sean Maher
CEO
RRC Associates

Sean Maher is the CEO of RRC Associates where he oversees all client relations, project management and strategic planning for the firm. RRC is a market research firm working nationwide in the sectors of tourism, community planning and urban district management.

Prior to joining RRC, Sean spent 11 years as CEO of the Downtown Boulder Partnership (DBP) where he oversaw marketing, operations, events and recruitment for the 49 square block downtown district. Before joining DBP, Sean headed up private and public economic development efforts in Boulder as head of the Boulder Economic Council (BEC) and ran the Small Business Development Center.

Prior to the BEC, Sean started and owned multiple Ben & Jerry's stores in Boulder and Denver and owned outdoor retail stores in Taos, New Mexico. He holds an MBA from the University of Colorado.



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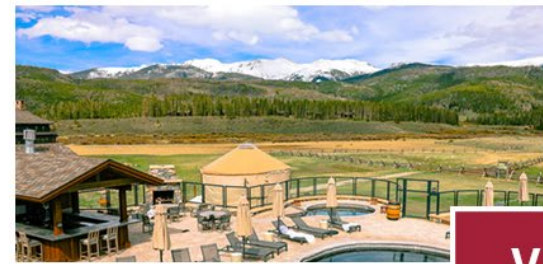


Kelly Pierson
Senior Consultant
Prosono

Kelly Pierson is a Senior Strategy Consultant at Prosono who is motivated to help businesses match their operations, programs, and communications with their socially conscious intentions to drive genuine positive impact in communities around the world. She has extensive experience in strategy, corporate social responsibility, branding, and cross-sector partnerships from work with the Bill and Melinda Gates Foundation, Target Corporation, the National 4-H Council, the State of Colorado's Office of Outdoor Recreation Industry, and more.

Kelly graduated from the University of Notre Dame with a BBA degree in Marketing and a minor in Gender Studies, and she has a Certificate in ESG from CU Boulder.

In her free time, Kelly volunteers as a Denver CASA and enjoys refinishing old furniture to give it a new life.



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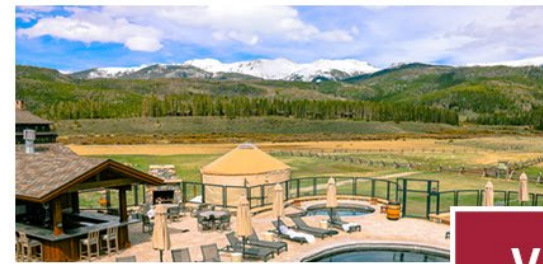


Emily Lapham
Manager
Prosono

Emily Lapham is a Manager at Prosono, leading strategic planning, market research, and facilitation efforts for purpose-driven clients across the state and nationwide. Her professional experience has been guided by her desire to unlock the potential of cross-sector partnerships and break down barriers to work, education, and sustainable economic and community development. Over the past decade, she has partnered with dozens of state and local agencies, social enterprises, and nonprofit organizations pursuing innovative strategies to overcome their most pressing organizational challenges.

Emily received her MBA, with a concentration in Social Impact and Business Analytics, from UC-Berkeley Haas School of Business and holds a BA in Economics and International Studies from Emory University.

In her free time, she can be found volunteering with Back on My Feet or escaping for a run in the mountains.



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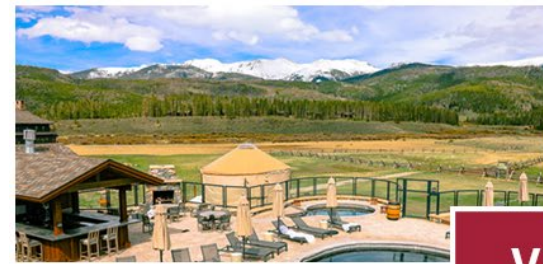
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Lauren Hutchinson
Senior Vice President
The Tarrance Group

Lauren Hutchinson is a Senior Vice President at the Tarrance Group, one of the most respected and successful survey research and strategy firms in the country. Lauren specializes in the intersection of quantitative and qualitative data, marrying them together to provide campaigns, corporate, and public affairs clients with the most data driven strategy. She brings with her a vast amount of knowledge about Congressional races, from her time at the NRCC, and has worked on campaigns, Super PACS, and Independent Expenditures at all levels.

Lauren is an avid hockey fan, and played college hockey at both Western Michigan University, and The American University, where she was named a 2012 Athlete of the Year. Lauren lives in Alexandria, Virginia.



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Matt Keeney
President
AOR

Matt has worked at AOR for 30 years. He is known for his ability to throw fuel on the flames of passion, win new business, and delight AOR's current client partners. He is able to lead AOR's cultural and financial goals with a firm awareness of AOR's markets and competitive landscape. He is very active in the Denver arts community and sits on many boards

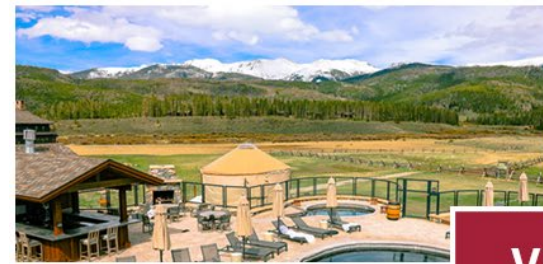
including: Cherry Arts, Cleo Parker Robinson and the Denver Zoo to name a few.



Steve John
Creative Director
AOR

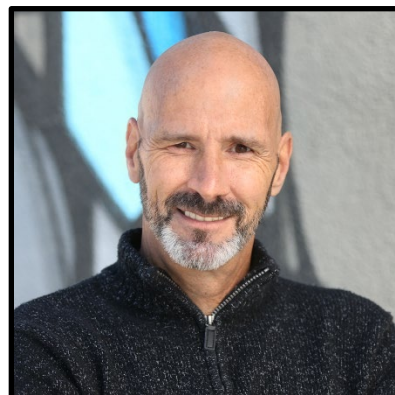
For more than 19 years Steve has developed creative brand strategies and written authentic stories which have turned into award winning work for Wal-Mart, John Deere, Norwegian Cruise Lines (NCL), AT&T and others. Steve has proven experience developing a diverse creative culture which

empowers and motivates teams while building strong and lasting client relationships. Working across categories, Steve has written and produced work for all mediums (traditional, VR, social and even a podcast) for start-ups, nonprofits and Fortune 500 companies.



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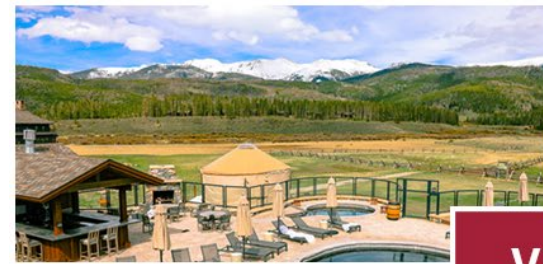
Tom Comber
Associate Creative Director
AOR

Tom is what happens when an artist, writer, and musician battle it out in a mental steel cage match for vocational supremacy. After vacillating between majors in art and English—and scratching his musical itch playing in bands along the shore of his native New Jersey—Tom discovered advertising and design and immediately knew he'd found his calling. He has since been making brands and campaigns memorable and meaningful for far longer than he cares to think about.



Blake Thelen
Senior Account Executive
AOR

Blake keeps projects running smoothly between the client and AOR's internal team. From the start of a project through launching deliverables, he will keep clients on a tight timeline and help identify additional marketing needs. A native of Nebraska with 12 years of both agency side and internal marketing experience, Blake has worked on numerous accounts ranging from the hospitality industry to higher education.



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Tom Hägglöf
Senior Copywriter
AOR

Tom brings the client's brand to life with the right words for the right idea. At a time when people are reading less and less, he's a firm believer in 'less is more' and always strives to make every word count. Having grown up in Sweden and spent his adult life in the states, Tom has his feet planted firmly on both sides of the Atlantic. He spent the early years of his career

honing his skills in New York City's agency world and holds a degree in communications from Boston University.



Ainsley Weliver
Digital Marketing Specialist
AOR

Ainsley throws herself into her work connecting brands with consumers online. She's thrilled to be taking her SEO & PPC knowledge from the commercial & residential lighting industry to agency life at AOR. To her, digital marketing is the perfect blend of analytics, deep thinking, and her truest passion, creativity.