



Government Marketing University Honors Best in Government Marketing
Winners Received Award for Government Marketing Excellence at Fifth Annual GAIN 2020 Conference

Leesburg, VA. (November 17, 2020) – [Government Marketing University](#) (GMarkU), a community-based organization committed to advancing public sector marketing through knowledge sharing and skills development, today announced the winners for its 2020 Government Marketing GAINER Awards and 2020 GAINER Lifetime Achievement Award, recognizing the best in government marketing.

The 2020 GAINER Award winners have made significant strides in excelling at creating innovative government marketing campaigns and are at the forefront of advancing government marketing excellence. Also, this year due to the pandemic, Government Marketing University added an additional category to recognize government marketers who created COVID-19 focused campaigns. The winners were honored at GMarkU's fifth annual [GAIN 2020 "Virtual" Conference](#) on Tuesday, November 17th. Congratulations to the following 2020 GAINER Government Marketing Awards winners listed by category:

- Brand Awareness: Lisa De Luca, Cisco
- Events: Courtney Vogel, Genesys
- Innovation: Brian Murphy, Amazon Web Services
- Innovation: Tina Hamann, Leidos
- Lead Generation: Edyn Segura, Software AG Government Solutions
- Lead Generation: Stacy Outlaw, WAEPA
- Partner Marketing: Darian Mian, DLT Solutions
- Social Media: Tiffany Brown, SAIC
- COVID-19: Milo Speranzo, Dell Technologies
- COVID-19: Marketing Team, MFGS, Inc.
- COVID-19: Lisa Sherwin-Wulf and Team, SolarWinds
- COVID-19: Molly Tomevi, Carahsoft
- Lifetime Achievement Award: Mary Lange, Carahsoft

The GAINER Lifetime Achievement Award celebrates renowned government marketers and highlights their contributions over the duration of their career. Congratulations to Mary Lange of Carahsoft, on being named GAIN's 2020 Lifetime Achievement Award winner.

"We are thrilled to honor and celebrate these dedicated government marketers who exemplify the talent and professionalism in public-sector marketing," said **Lou Anne Brossman, CEO and Founder of GMarkU and government marketing expert**. "All of the individuals recognized this year have made significant contributions to our industry. Congratulations to all of the winners for your campaigns that have turned heads and increased ROI!"

Winners were recognized for creating and establishing brand identity, taking calculated risks, and increasing ROI on their government marketing campaigns.



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About Government Marketing University

[Government Marketing University](#) is an innovative learning platform that applies a collaborative, community-based approach toward knowledge sharing and skills development in the field of public sector marketing. Experts from all corners of the U.S. public sector marketplace — marketers, thought leaders, government, media and sales — are contributing their knowledge to this unique, content-rich platform. Government Marketing University offers training, research, certifications, mentoring, and community resources all in one place.

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