

## **Government Marketing University Announces 2021 GAIN Conference Advisory Board**

*Esteemed Advisory Board Members lend expert insights to drive strategic plan for 2021 GAIN Conference*

Springfield, VA – (July 1, 2021) – Government Marketing University (GMarkU) announced today the members of its 2021 GAIN Conference Advisory Board, the premier government marketing conference. The Board includes leading government marketing professionals with significant experience representing a variety of organizations doing business with the U.S. Public Sector.

GMarkU has carefully selected 16 leading government marketing professionals who will bring their insights to inform and augment the learning opportunities at the 2021 GAIN Conference. Chaired by GMarkU Founder and CEO Lou Anne Brossman and GMarkU's COO and Co-Founder Stephanie Geiger, the Board comprises two committees designed to focus on outreach and programming. Each member of the committee brings extensive government marketing knowledge that will help curate the GAIN Conference program.

"I am very excited that this stellar group of government marketing thought leaders are on our 2021 GAIN Conference Advisory Board," said Brossman. "Their collective insights and expertise will help us craft our overall program and speaker outreach, ensuring we continue to serve our government marketing community. Our pledge to GAINers is to consistently share the most innovative and strategic approaches to government marketing so that they can be more effective in their planning."

2021 GAIN Conference Advisory Board members include:

### **Outreach Subcommittee**

Rachel Bennett, Amplifund  
Head of Marketing

Tiffany Brown, SAIC  
Social Media Manager

Cathy Cromley, SailPoint  
Public Sector Field Marketing Lead

Stephen Ellis, Zoom  
Government Solutions Lead

Ariel Glassman, Deep Water Point

Marketing and Communications Lead

Jennifer Montesano, General Dynamics  
Director, Strategic Communications & Marketing

Tammy Rice, Excelicon  
Marketing & Communications Manager

### **Program Subcommittee**

Brian Chidester, OpenText  
Head of Worldwide Industry Strategy | Public Sector

Carrie Drake, Maxar  
Director, Government Marketing

Blake Eckert, Geocent  
Director of Marketing & Communications

Andrea Mohamed, RTI International  
Vice President of Strategy, Innovation, Marketing and Communications

Walter Paley, SafeLogic  
Vice President of Communications

Allan Rubin, Conduent  
Senior Director, Marketing Business Partner

Danielle Warren, Juniper Networks  
Field Marketing Manager – U.S. Federal Government

### **About GAIN 2021**

[GAIN 2021](#) will have all the hottest content and speakers to ensure you're "In the Know." Join us to hear the latest tips and techniques in reaching your government audience by checking out our agenda and registering today. You can count on Government Marketing University to lead the way with incredible and innovative training content like Creating a Holistic Marketing Strategy, Staying Agile in an Evolving Landscape, The Do's and Don'ts of Imagery Usage, Translating Policies and Mandates into Actionable Campaigns and so much more. All in a new format of a 3-part series with episodes launching over a 3-week period so you can watch and learn at your own pace. This year's GAIN conference will launch in November 2021.

### **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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**Media Contact**

Charles Russell

Charles@yesandagency.com

603-213-1539