



FOR IMMEDIATE RELEASE

BRUNO EVENT TEAM ANNOUNCES NEW SENIOR LEADERSHIP

DeeDee Mathis Named Senior Vice President of Marketing

Birmingham, Ala. (August 2) —Bruno Event Team (BET), a Birmingham-based sports marketing and event management company announced today that DeeDee Mathis will be joining the team as senior vice president of marketing. Mathis will oversee Bruno Event Team’s Creative Works Division and Ticketing Division.

“We are thrilled to have DeeDee join our team,” stated Gene Hallman, Bruno Event Team president and CEO. “She is a strategic thinker with a wealth of industry knowledge in marketing, digital media and advertising and we look forward to what she has to bring to the table.”

Most recently, DeeDee was vice president of digital sales for Community Newspaper Holdings Inc., one of the top publishers of local news and information in the United States. Prior to that position she spent eleven years with AL.com leading a statewide team of digital marketing executives, managers and directors.

“I’m excited to join Bruno Event Team,” stated Mathis. “I have always admired the tremendous talent of this group, and I am looking forward to working with one of the leaders in this industry.”

Mathis received her bachelor’s degree in marketing from the University of Alabama. She resides in Vestavia Hills, AL with her husband.

About Bruno Event Team

Bruno Event Team (BET) is a Birmingham, Ala., based sports marketing and event management company formed in 1995 by Ronald Bruno and Gene Hallman.

Bruno Event Team is experienced in all facets of event management, employing a year-round staff of 70+ employees in nine offices around the United States and Canada. Bruno Event Team services each client with expertise in strategic planning, marketing, advertising, public and media relations, ticket and merchandise sales, sponsor relations, hospitality consulting, event operations, event financial planning and accounting, as well as volunteer coordination. Visit www.brunoeventteam.com for additional information.

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