

# Travel & Tourism—Meet Our Experts



## **Mary Gendron – SVP, Travel & Tourism Co-Lead**

Mary leads Mower’s New York City market initiatives and the agency’s Travel and Tourism specialty. Having founded her agency two decades before combining it with Mower in late 2014, Mary has more than 30 years of experience representing brands throughout North America and internationally. Current and past clients include destinations such as Nantucket, Singapore, Hong Kong, St. Lucia and Westchester County. Additional experience encompasses Four Seasons Hotels and Resorts, Pebble Beach Resorts, and Singapore Airlines. Mary received HSMAI’s Winthrop W. Grice Lifetime Achievement Award in Public Relations. Post-9/11, she was appointed to the Mayor’s Crisis Communications Committee which was charged with reinvigorating New York City’s tourism. Mary is active in several industry associations including Destinations International and New York State Tourism Industry Association.



## **Mike Baron – SVP, Group Creative Director**

With more than 30 years of experience, Mike has worked with some of the world’s most well-known B2B, B2C and CPG brands. He currently oversees all creative work for Westchester County Tourism & Film and previously developed “Roam the Empire,” New York state’s COVID recovery campaign, as well as “Six Feet Saves”—one of the state’s first COVID awareness campaigns. Prior to joining Mower, Mike was also the creative lead for Delta Vacations.



## **Maggie Hooper – Account Director**

A seasoned account leader, Maggie brings 15 years of strategic marketing communications and relationship management experience to Mower. Her education in public affairs and nonprofit management, coupled with working on both sides of the industry/agency fence, inspires unique ideas and approaches that bring brands to life. She’s been the architect of wildly successful leisure traveler, meeting and event planner and pandemic recovery integrated marketing, advertising and media relations campaigns. Her past and present experience includes BlueCross BlueShield of Western New York, The Buffalo Bills, Baltimore Ravens, Westchester County Travel & Tourism, Canalside Buffalo, M&T Bank and Watkins Glen International.



## **Jeff Peters – Director, Strategic Planning**

Jeff is a business-driven strategist who is passionate about the insight and strategic thinking that gives brands purpose and accelerates growth. Jeff is responsible for obtaining customer and market insight to drive strategic, integrated marketing communications across a wide range of B2C and B2B initiatives and is lead planner for Mower’s travel and tourism specialty. Jeff has more than 30 years of experience in gathering data from disparate sources to mine actionable insights that underpin award-winning creative. Client experiences include Westchester County Travel & Tourism, “Roam the Empire,” New York state’s COVID recovery campaign, M&M’s, Levi’s, and Andrew Lloyd Webber’s Broadway musicals including “Sunset Boulevard”.



## **Trish Nugent – SVP, Travel & Tourism Co-Lead**

For more than two decades Trish has specialized in launching and positioning marquee hospitality brands and destinations. She has spearheaded award-winning PR programs for major travel companies, among them Westchester County Tourism & Film, Pebble Beach Resorts, CIE Tours International, Lufthansa Group, Element Hotels, Capella Hotels and Resorts and Orbitz.com. She also leads PR for Buffalo-based Rich Products. Trish is a recipient of the Public Relations Society of America Bronze Anvil for Best Use of Social Media, Bronze Anvil Award of Commendation for Influencer Marketing and the PR News Platinum Award in Content Marketing.

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## **Patrick Lewis— VP, Media Director**

With 17 years of industry experience, Patrick has planned and purchased media at the national and regional level, across multiple mediums and platforms in the traditional and digital space. He has experience in many areas of B2C and B2B advertising, including travel and tourism, retail, automotive, energy, and health care. Client experience includes WNY Ford Dealers, FirstEnergy, Avangrid, Northwest Bank, HealthNow, AT&T, and Campbell's Soup.



## **Jillian Maiola – Media Director**

With experience in traditional and nontraditional media strategy, planning, and buying, Jillian has worked with advertisers across all different sectors from her home base in Buffalo, NY. With a focus on travel & tourism, healthcare, finance & non-profit clients over the past 13 years in media, her portfolio has spanned advertisers with a presence in one city to those with international reach. Past and present client work includes Watkins Glen, National Fuel, Excellus/Univera, Hospice Buffalo, Tops Friendly Markets, Northwest Bank, State Farm Insurance, Century Link and FirstEnergy.



## **Justine David – Sr. Account Supervisor, Public Relations**

Justine is a results-driven, team-oriented and community-minded professional offering more than seven years of successful public relations experience. From her Mower base in Buffalo, NY, Justine designs and implements communication strategies for various clients and industries related to travel & tourism, banking and financial services, renewable energy and food innovation. She has led public relations efforts for clients such as The Lake House on Canandaigua, Rich Products and Northwest Bank. Justine received her Master of Science degree in public relations management from Buffalo State College.



## **Venessa Quinn – Strategy Director, Performance Marketing**

Venessa has spent more than a decade in the industry, specializing in paid search, paid social, video and programmatic. She has led cross channel marketing teams, specializing in the travel, transportation, CPG and pharma verticals. Venessa now serves as Mower's Performance Marketing Strategy Director and is the main go-to for new client strategy. Client experience includes Westchester County Tourism and Virgin Voyages.



## **Kara Sanchez – Sr. Project Management Director**

Kara has spent 17 years managing a variety of projects in the public relations, experiential marketing and advertising disciplines. She has served as a Director on National Fuel Gas Co., BlueCross BlueShield of Western New York, North American Breweries, Southwire and Galbani cheese, ensuring projects are flawlessly executed on time and on budget—music to any client's ears. In addition to her client responsibilities, Kara also leads the project management discipline in the agency's Buffalo office.



## **Doug Bean – Senior Advisor**

Doug served as Vice Chairman and Chief Brand officer until May 2024 and continues as a senior advisor and employee owner. Over the course of his 37-year career at Mower, Doug directed brand strategy and communications programs for numerous agency clients including BlueCross BlueShield of Western New York, KeyBank, Maid of the Mist, National Fuel, Northwest Bank, and Fisher-Price. Active in the Western New York business and cultural communities, Doug serves on the boards of the Buffalo Niagara Partnership, the Darwin Martin House, and the Catholic Health System, and recently completed three terms on the board of the BPO.