



MISSOULA DOWNTOWN ASSOCIATION
BUSINESS IMPROVEMENT DISTRICT
MISSOULA DOWNTOWN FOUNDATION

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Local Media & Members

KRISTEN SACKETT RETURNS TO DMP MARKETING & EVENTS DIRECTOR POSITION

Following a two-year stint as an account manager for Windfall, Kristen Sackett will return to the Downtown Missoula Partnership for a second stint as the Marketing & Events Director. Having previously served in that role from the fall of 2014 to the spring of 2018, Sackett has a significant amount of knowledge and experience that will serve the DMP well.

"I am really excited to have the opportunity to return to the Downtown Missoula Partnership and re-ignite my focus on helping Downtown businesses and the heart of our community," said Sackett. "I have a new-found appreciation for the work of this organization and how it impacts the health of our community."

During her two-year stint with Windfall, Sackett served as an account manager for local and regional clients in non-profits and tourism, developing and executing a variety of marketing plans and initiatives. Windfall is a local, full-service creative agency, headed by Jim and Erica McGowan, that is well-known for marketing in both the Glacier and Yellowstone regions and beyond.

Sackett replaces Lincoln Mansch, who departed the DMP on May 15 to pursue a doctoral degree at George Washington University. Sackett will be responsible for all of the marketing and communications for the DMP, its member organizations, projects and programs. She will also be responsible for several of the organization's largest community events and festivals.

"We are really lucky to have the chance to bring a seasoned veteran back into the mix of what we do for our Downtown community," said Linda McCarthy, Executive Director of the DMP. "Working for this organization is deeply rewarding, and I think Kristen has a new-found appreciation for what we do for our community, after seeing it through the lens of a very successful marketing firm. Our Downtown will benefit from her experience!"

Originally from New York, Sackett has a B.S and an M.S. in Exercise Science from Ithaca College, and she has a second M.S. degree in Sports Management from the University of New Haven. She worked in college athletics at both Yale University and the University of Montana before her first stint with the DMP. She has been a resident of Missoula since 2013. Sackett started Monday, June 1 and can be reached via email (kristen@missouladowntown.com) or phone (406-543-4238).

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