



Matt Clement is a Managing Partner at Madden Media where his focus is helping clients close the gap between strategic plans, marketing efforts, research, stakeholders and consumers. He has worked in the tourism industry for over 12 years, including at Arrivalist, ADARA, and multiple DMOs. He currently serves on the Board of Directors for the U.S. Travel Association, and Destinations International and has held previous board positions with the California Travel Association and the Texas Travel Alliance. Matt earned his Certified Destination Management Executive certification in 2013.