



Zeek Coleman was Visit Savannah's Director of Data Intelligence, shaping their data strategies for more than a decade. In that time, he's become a thought leader on the use of data, digital media and marketing attribution, speaking at a number of industry conferences. Currently, at ADARA, Zeek is Senior Director of Product Marketing, where he joined to help educate DMOs on the evolution of data, digital media &

data privacy. His experience and innovation on the client side is often tapped to fuel clients' overall success.