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## **Idea Ranch names Laura Beth Matson as Vice President**

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### Intro

Idea Ranch is excited to announce the promotion of Laura Beth Matson to Vice President, Media. In her 12 years with the advertising agency, she's served the media department with unparalleled professionalism. Her steady-handed leadership extends beyond her media team, universally earning the highest respect of coworkers and clients.

Matson is the epitome of Idea Ranch value number 1: *We value integrity, directness, courage and steadfast leadership.* Her vast industry knowledge and trusted media relationships have proven an inimitable advantage for clients.

"Laura Beth knows as much about paid media as anyone I've encountered in three decades in the business," said Chief Operating Officer, Eric Barnes. "She extends respect to all. Whether you're a rep for a small website or the largest of multi-media publishers, she'll return the call or email. She takes time explain the strategic reason for a yes or no – educating media partners as to our clients' objectives and equipping them to provide effective solutions."

Matson oversees \$20+ million in media budgets annually. Taking ownership of standards for quality, strategy and integrity of all media plans. She constantly studies and maintains an impressive wealth of knowledge encompassing consumer demographics, media trends, new targeting technologies, privacy updates and customer journey mapping.

"We tell great stories," said Chief Creative Officer, Jeff Tolle. "I sleep better knowing Laura Beth will move heaven and earth to make sure the right people see them."

A prime example of Matson's drive and competitive nature, she was a Division 1 golfer for the University of Tulsa, a 2-time Arkansas high school state champion, and #1 ranked junior amateur in the state.

"Laura Beth is fearless and steady. People lucky enough to work for her gladly follow. She grows daily and coaches others to do the same," said Chief Executive Officer, Paul Brothers. "She is foundational to our historical success and critical to our future expansion. I'm proud and lucky to call

her my friend and coworker. As leaders, we are judged by what we do. Not what we say, promise or hope for. In that regard, Laura Beth is a beacon for us all.”

Boilerplate:

About Idea Ranch

Idea Ranch is a full-service advertising, public relations, and consumer insights firm headquartered in Tulsa, Oklahoma, with offices in Wichita, Kansas, and Durango, Colorado. The firm has a diversified list of clients across the country and is an industry-leading marketing-communications company building brands in the outdoor recreation and passion sports sectors. For more information, please visit [www.idearanch.com](http://www.idearanch.com).