



ADVERTISING | PUBLIC RELATIONS | CONSUMER INSIGHTS

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## **Idea Ranch Honors Exceptional Talent with Three Key Account Service Promotions**

TULSA, OK – February 22, 2024 – Idea Ranch is proud to announce the advancement of three exceptional team members to the position of Account Supervisor. These promotions come as a tribute to these individuals' outstanding contributions and their embodiment of Idea Ranch's core values.

Kevin Waggoner, who has served as the account lead for Under Armour for over a decade, has been promoted, reflecting his unwavering commitment to client service. Idea Ranch Chief Operating Officer Eric Barnes said, "Clients love Kevin. From C-suite level down to the marketing coordinator, VP of product to sourcing agent, they all love, and trust, Kevin. He is on the front lines every day, representing each of us with a giant heart for service. The trust they place in him is trust placed in us, and as a result, accounts he leads have a long tenure and a track record of growth."

With a cheerful demeanor and genuine care, Dillon Jones also joins the ranks of Account Supervisor at Idea Ranch, while continuing as the account lead for Folds of Honor & REDARC Electronics. Vice President of Account Service Heath Kennedy said, "Dillon lights up a room with his energy and ability to disarm you with a smile. When he comes bounding through the door of a meeting, you know it's going to be a good one. A calming presence. A steadfast listener. He's the very definition of someone who cares, deeply. About you, about me, about our clients' business. He is a man of faith and a man of his word."

Katie Murphy, recognized agency-wide for her dedication and positive mindset, rounds out the trio of promotions. She currently leads the accounts for Atwoods & Husky Liners. Vice President of Media Laura Beth Matson shares, "Upon arrival at Idea Ranch, Katie seamlessly jumped into the fight. She had an immediate impact on our business, and her dedication, quick learning, and positivity have made her an integral part of our team. Her promotion is a testament to hard work, mutual respect, and admiration from everyone at Idea Ranch. We're better with Katie wearing our jersey."

These promotions are a nod to Kevin, Dillon, and Katie's dedication to service and the clients they represent. Idea Ranch takes great pride in growing and promoting our own; each of these individuals embodies the qualities that make Idea Ranch not just a workplace, but a team united by shared goals, values, and mutual respect.

### **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, passion sports, and farm & ranch sectors. For more information, please visit [www.idearanch.com](http://www.idearanch.com).