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## ***NEWS RELEASE***

**Date:** February 16, 2016  
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### **Jennifer Langford Named City of Branson Communications Manager**

The City of Branson is pleased to announce the appointment of Jennifer Langford as its new Communications Manager effective March 7, 2016. Langford brings more than 20 years of global marketing communications and grant-writing experience to her hometown of Branson, Mo. She has led marketing efforts of Fortune 500/1000 firms in the energy, data center, advanced manufacturing, technology and entertainment/music industries in Nashville, Tennessee prior to relocating to Branson in 2013. She also managed several agency-driven public relations campaigns for State and Local government interests in Tennessee.



“The Communications Manager is a key position for the City of Branson, especially during this time of incredible community growth and reinvestment that we are witnessing,” said City Administrator, Bill Malinen. “We recognize that an accurate and continuous message about changes and progress in the Branson area is highly desired by local residents, business owners and investors, and the millions of visitors we host each year. Therefore, we meticulously sought the ideal candidate to serve as the spokesperson for the City; one who understands the local and regional landscape, is passionate about the community and its sustainable future; and who has the innate desire to identify with and respond to the needs, preferences and perceptions of community stakeholders. We look forward to Ms. Langford coming on board, having formed a valuable working relationship with her during her tenure with our economic development partner agency, Taney County Partnership.”

Since 2014, Ms. Langford has served as the Marketing & Programs Director for the Taney County Partnership. A graduate of Reeds Spring High School, Langford returned to Taney County the area after spending 25 years in Nashville, where she managed marketing, media/PR, and events for the global corporation Schneider Electric in the Data Center Solutions and Energy Solutions divisions since 2007.

Langford has an MBA with a concentration in International Marketing and a Masters' degree in Computer Science. She is a musician, singer and writer, who is passionately engaged in the sports and interests of her three sons – Tyler, Kyle and Landon, ages 16, 12 and 10 respectively – and her daughter Becca, a sophomore at Missouri State University. Her favorite past-times are boating, motorcycle riding, flying, playing music and attending ball games with her family and friends.

For more information about the City of Branson, visit [www.bransonmo.gov](http://www.bransonmo.gov) and follow [@CityofBranson](https://twitter.com/CityofBranson) on Twitter for regular news and updates.

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