



Daryl Whitworth, CTE
Regional Account Manager, Madden Media

Daryl Whitworth is a Regional Account Manager for Madden Media. He has spent the last two decades working to make destinations better through tourism marketing. He combines an MBA in Marketing Management along with fifteen years of real destination growth at the Fredericksburg TX Convention and Visitors Bureau to truly understand tourism marketing. Daryl began working at Madden Media in 2012, where he works with destinations of all sizes across five states to help them grow their tourism base and enhance their communities through positive visitor growth.

Daryl brings a unique perspective to digital marketing for destinations, regions and states. During his fifteen-year tenure at the CVB, he served in multiple sales, marketing and management positions and learned many real-world insights in destination marketing. This experience, combined with a Google Premier Partner in Madden Media allows him to provide results-based recommendations. In the past four years, he has worked with dozens of partners across multiple states to utilize various strategies in digital marketing.

Daryl is also an early graduate of the Certified Tourism Executive “CTE” program.