



## **Nick Cusick**

Destination Strategist, Madden Media

Nick Cusick is a Destination Strategist for Team Yeti, one of Madden's regional teams that is dedicated to serving communities in the Midwest and Northeast. Nick is a Minnesotan and has more than a decade of tourism experience, previously working for Visit Cook County and Visit Saint Paul.

## **Dylan Scacchetti**

MarTech Director, Madden Media

Dylan Scacchetti works as MarTech Director overseeing SEO for clients across the country, utilizing his passion for creating web experiences for both people and robots to elevate visibility and inspire users in search with the answers to their questions. He also specializes in drinking coffee. Sometimes diet coke if he deserves a little treat.