



Daryl Whitworth, CTE
Director of Business Development, Madden Media

Daryl Whitworth, CTE, 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 Visitor Bureau to truly understand tourism marketing. With Madden Media since 2012, Daryl 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 being Google-Certified in digital marketing allows him to provide results-based recommendations. In the past six years, he has worked with dozens of partners across multiple states to utilize multiple strategies in digital marketing. He is also an early graduate of the CTE program.