

**Government
Executive**

Media Group

**JESSICA ZIELKE JOINS GOVERNMENT EXECUTIVE MEDIA GROUP TO LEAD
PUBLIC SECTOR EVENTS DIVISION**

WASHINGTON, D.C. (February 15, 2017) — Jessica Zielke is the new General Manager of Events for Government Executive Media Group (GEMG) and will oversee all events operations across its four public sector media brands, *Government Executive*, *Defense One*, *Nextgov*, and *Route Fifty*, GEMG President Constance Sayers announced today. Zielke joins the Atlantic Media company this week to lead GEMG's prolific events team, which produced 86 events last year, driving more than 25 percent of GEMG's overall revenue.

In her new role, she will lead the expansion of GEMG's industry-leading events division, which will produce nearly 100 events this year spanning defense, federal, and state and local government categories. Zielke will lead a growing annual event portfolio that includes [*The Defense One Summit*](#) and [*Fedstival*](#), plus various white-labels and user conferences. Part of her mandate will involve developing new, live product concepts around GEMG's brands, consistently striving to capitalize on emerging event models and innovative speaker relationships.

Zielke comes to GEMG following an eight-year stint at the U.S. State Department, spending her first two years as a Protocol Officer and the remaining six as Assistant Chief of Protocol for Ceremonials. There, she produced over 100 events per year and managed the team in charge of organizing all official functions hosted by the Secretary of State, Deputy Secretaries of State, and the Chief of Protocol. She also provided support for the President and Vice President related to foreign delegation visits and summits. Notable events she helped coordinate include the NATO Summit in Chicago in 2012, the U.S.-Africa Leaders Summit in 2014, and the groundbreaking ceremony for the U.S. Diplomacy Center in 2014.

“At a moment when GEMG's sights are set higher than ever, Jessica will play a critical role in finding new audiences for each of our brands, as well as discovering new client partnerships,” Sayers said. “Her track record managing events in the government space and her proven leadership make her a fantastic fit for our team. We're happy to welcome her at this time of unprecedented growth in our company.”

Zielke joins GEMG at a watershed moment in the company's history, as it reports a 23 percent jump in revenue year-over-year. Against the backdrop of the new administration, GEMG has more than doubled its audience by providing government and national security leaders with

trusted and useful insights. Through its events business, which represents an extension of its daily journalism, GEMG creates live and digital experiences for government leaders and managers that help them do their jobs better. Equally powerful, GEMG produces client events that connect advertisers to their government customers.

###

About Government Executive Media Group:

The public sector division of Atlantic Media, Government Executive Media Group (GEMG) is dedicated to providing government and national security leaders with trusted and useful insights and best practices to help them advance their organizations' missions. Through its market-leading *Government Executive*, *Nextgov*, *Defense One*, and *Route Fifty* brands, GEMG reaches over one million government influencers nationwide each month across digital, print, and events offerings.

Media Contact:

Justin Pallenik

jpallenik@atlanticmedia.com

(202) 266-7770