



FOR IMMEDIATE RELEASE

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CONTACT

Abby Crimm
Content Coordinator, Viticus Group
abby@viticusgroup.org | 725.696.0272

**Viticus Group Announces New Vice President
of Marketing, Communications & Brand Awareness Joyce Goedeke**
Goedeke Brings 28 Years' Experience of Marketing, Strategic Communications & More



LAS VEGAS—[Viticus Group](#), a leading provider of continuing education for veterinary and medical healthcare professionals worldwide, announces that Joyce Goedeke has been named in the new role of vice president of marketing, communications, and brand awareness. Goedeke's experience includes 28 years in television media, private sector, government, education, nonprofit, not-for-profit, and healthcare industries. Originally from Seattle, Goedeke has a history of creating and executing successful marketing and brand strategies at the executive level and cultivating customer engagement. She was fortunate to recently work on the successful launch and rebrand of the 111-year-old Vegas Chamber.

"We're thrilled to have such a knowledgeable leader who can help us increase awareness of the exceptional things our organization is doing and, in turn, increase our impact," says Andrea Davis, chief executive officer (CEO). "Joyce Goedeke is a proven communicator whose strategic insights will be invaluable as Viticus Group continues to grow."

Goedeke honed her profession at notable companies, including KING 5 Television (NBC affiliate in Seattle), Starbucks, Woodland Park Zoo, City of Bothell (WA), Clark County School District, Southern Hills Hospital, and Vegas Chamber.

"I'm honored to join the Viticus Group family," says Joyce Goedeke, vice president of marketing, communications and brand awareness, Viticus Group. "This nonprofit is celebrating its 95th anniversary next year, and that longevity speaks to our high caliber team members and valuable education programs. We look forward to advancing animal and human healthcare education for the next 95 years!"

Goedeke uses her media experience in writing, editing, and broadcasting as the foundation for compelling storytelling. She applies that foundation to all aspects of her targeted marketing, media relations, public relations, community relations, strategic planning, and executive-level leadership. Goedeke also has extensive experience in crisis and emergency management communications as a FEMA-trained public information officer. On the community side, Goedeke co-created community events to benefit Nevada high school students and raised thousands of dollars in scholarships supporting students interested in healthcare careers.

Goedeke earned her bachelor's degree from the University of Washington with a double major in Communication/Broadcast Journalism and Political Science/International Politics.

Learn more [about Viticus Group](#) and the [Viticus Group team](#). Contact Content Coordinator Abby Crimm at abby@viticusgroup.org for additional information.

About Viticus Group

As powerful innovations alter the world of animal and human health, Viticus Group (formerly WVC) is the leading provider of educational programming and in-depth learning opportunities for veterinary and human health professionals. The Viticus Center offers continuing education at two cutting-edge campuses, presenting a variety of courses and providing access to specialized surgical training for both veterinary and human health professionals. Viticus Group's legacy signature event, the WVC Annual Conference, serves as the veterinary profession's premier gathering for innovative education and an opportunity to engage with other industry professionals seeking growth. Bringing together life and medicine in Viticus, we envision a future where all

medical professionals have access to year-round, hands-on training for a one-of-a-kind experience. For more information, visit viticusgroup.org.

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