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NEWS RELEASE

FOR IMMEDIATE RELEASE
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LES VANN JOINS ELIXIR MARKETING AS ORGANIZATIONAL CHANGE CONSULTANT

SPARTANBURG, SC — Les Vann, an award-winning leader in the Television News industry turns his focus to helping build brands that transform business. A master change-agent, Les will join the team delivering brand-driven development strategies and focus his attention in the areas of Crisis Management, Succession Planning, Organizational Change, Strategic Planning, Content Strategy and Community Impact Strategies, Talent Coaching, and Motivational Speaking, as well as, other leadership and operations direction and training.

Les presided over brand excellence for four decades—Excellence in Journalism, Excellence as a change agent, Excellence in Executive Management and Excellence in results remain in his quiver today. In 2019, Les retired from his role in Local Television. He is now ready to get back into helping companies and nonprofits with positive and efficient organizational change.

"ELIXIR MARKETING is thrilled to have Les as part of our team of strategic thinkers and visionaries. His ability to lead people and organizations to success will be a huge asset to all of our clients," says Michelle Beech, President and Chief Brand Alchemist.

Les began his career as a journalist in Springfield, Illinois and in 1994 began a journey of excellence in Local Television Management. Les presided over TV stations in ten cities. In 2015, Les was named "General Manager of the Year" by Broadcasting & Cable Magazine, for Markets 26-50 for his work revolutionizing WISH-TV in Indianapolis. Les was deeply involved in the broadcasting world. He was elected to the Fox Television Affiliates Board of Directors in 2016. Les and his stations remain proud of the service and investments his stations made in the communities he served.

Les remains focused on fighting his Parkinson's disease, his grandchildren and community involvement, while redirecting his professional attention. He is involved in multiple Parkinson's Support Groups, advises non-profits, represents journalists seeking better careers, and advises firms doing work on behalf of TV Stations. He is an honored Alum of Illinois State University and is proud to be in its Broadcasting Hall of Fame. He is thrilled to join ELIXIR MARKETING to bring greater brand solutions to companies seeking a catalyst for change.

ELIXIR MARKETING
Strategic. Brand. Chemistry.

ELIXIR MARKETING delivers Brand-driven solutions that transform how you do business. We believe brand drives every decision, and that research is crucial for establishing value for stakeholders. Strong brands are unique, protected, make a difference, and remain relevant. Every brand is different, which is why you deserve a customized approach.

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MARKETING, LLC

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