PRESS RELEASE

Media Contact:
The Diff Agency
info@thediffagency.com

The Diff Agency (Saranac Lake, NY Office) has hired Marcy Gotzmer as a Partnership Activation Coordinator.

Saranac Lake, NY (July 31, 2025) – The Diff Agency has hired Marcy Gotzmer, who will be joining the agency as a Partnership Activation Coordinator. In this role, she will oversee and activate corporate partnerships as well as event management and be based out of the Saranac Lake, NY office. Gotzmer most recently served as Marketing and Business Development Director at the Franklin County Local Development Corporation where she managed a rebranding campaign including website & brand development for The Carry and Adirondack Frontier. In addition, Gotzmer oversaw project management for regional economic development grants from application to award. Including grant writing and submission, community outreach, project development & reimbursements. Prior to her time with the Franklin County Local Development Corporation, Gotzmer spent time with the NYS Department of Agriculture, where she led strategic, fully integrated marketing campaigns, oversaw and administered the Farm, Apple & Cuisine Trail designation, managed brand partnerships and implemented events and campaigns with other state agencies, trade associations, and major sports and entertainment entities such as the NFL, PGA and NYC Marathon, developed and administered the Taste NY concession program which included crafting sponsorship agreements with a variety of concession locations including stadiums, arenas and New York State parks. Gotzmer will begin her role with the organization on August 1 (The Diff Agency).

ABOUT THE DIFF AGENCY:

The Diff is a leading sports and entertainment agency dedicated to delivering innovative solutions that meet our clients' needs. We guide clients through the exciting world of sport and entertainment. We believe in creativity. We excel in partners.

Office Locations:
- Cleveland, OH
- Saranac Lake, NY

For more information, please visit thediffagency.com