



PRESS RELEASE

Media Contact:
The Diff Agency
info@thediffagency.com

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

Saranac Lake, NY (July 30, 2026) – [The Diff Agency](#) has hired [Jennifer Mott](#), 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. Mott most recently served as Athlete Services Coordinator at the Olympic Regional Development Authority (ORDA) where she worked with the venue General Managers and the events department to support sport and activity-based programs as well as facilitate information sharing with ORDA's events, communications, and marketing teams. In addition, Mott oversaw scheduling for all venue activities, national and international athlete training and competition schedules. Prior to her time with the Olympic Regional Development Authority, Mott spent time with the Adirondack Sports Council, where she led athlete services for the World University Games. Mott 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. and are obsessed with **innovation**, and we excel in designing new and **exciting solutions** for our clients and partners.

Office Locations:

- Cleveland, OH
- Saranac Lake, NY

For more information, please visit thediffagency.com