



# Geoff Freeman

## CONSUMER BRANDS ASSOCIATION PRESIDENT AND CEO

**Geoff Freeman is president and CEO of the Consumer Brands Association, the trade association for America's \$2.1 trillion food, beverage and consumer products industry. Since taking the helm, Freeman has launched a strategic campaign to transform the association into a powerful, modern advocacy organization aimed at driving growth across the industry.**

Freeman joined the Consumer Brands Association in August 2018 after serving for five years as president and CEO of the American Gaming Association (AGA). During his tenure, Freeman led a successful effort to reform and modernize the AGA, build public support for the industry by reshaping the narrative around gaming in America, and pursuing a proactive policy agenda to open new pathways for industry growth. Under his leadership, the AGA spearheaded a multi-year, research-driven campaign to demonstrate gaming's broad support across the political spectrum and promote the industry's role in spurring economic growth, job creation and tax revenues in communities across the 40 states where gaming is legal. That campaign generated the tailwinds needed to drive AGA's signature initiative under Freeman – the legalization of sports betting. While leading AGA, Freeman drove a 200 percent increase in membership and doubled association revenue.

Previously, Freeman served as COO of the U.S. Travel Association, where he helped conceive and drive a campaign that resulted



in the passage of the bipartisan Travel Promotion Act, which was hailed as "the industry's biggest legislative victory in a decade."

In the aftermath of 9/11, Freeman created a blue-ribbon panel headed by former Homeland Security Secretary Tom Ridge to analyze how to improve travel security without compromising travel efficiency. This effort led directly to the creation of TSA PreCheck. Both the Travel Promotion Act and TSA PreCheck demonstrate Freeman's ability to identify industry opportunities, craft a winning policy response and drive campaigns that succeed in gaining broad support among diverse stakeholders.

Freeman's previous experience includes roles at APCO Worldwide, American's Health Insurance Plans and Freddie Mac. A graduate of the University of California, Berkeley, Freeman lives in Arlington, Va., with his wife and three children.