

**Geoff Freeman**  
**President and CEO**  
**Grocery Manufacturers Association**

Geoff Freeman, President and CEO of the Grocery Manufacturers Association (GMA), is leading a transformation of the major trade association for the food, beverage and consumer products industry. Freeman arrived at GMA in August 2018 with an aggressive 100-day plan focused on four priorities: Building a modern advocacy organization; creating greater value for members; restoring stakeholder confidence; and aligning the industry behind critical issues. This agenda reflects Freeman's pioneering approach of a more active, engaged, contemporary model for representing industries in both Washington, DC and in state capitals. This approach centers around uniting members behind a common set of priorities and aggressively pursuing policy opportunities through campaign-style advocacy.

Prior to joining GMA, Freeman served five years as President and CEO of the American Gaming Association (AGA), where he created a next-generation trade association that reshaped the narrative around gaming in America and opened new pathways for industry growth. Based on his conviction that perception drives policy, Freeman launched a multi-year, research-driven advocacy campaign to demonstrate gaming's broad support among Americans across the political spectrum and the industry's role in promoting economic growth, job creation and tax benefits in the 40 states where gaming is legal. That campaign generated the tailwinds needed to drive AGA's signature initiative under Freeman – legalizing sports betting. To achieve this goal, AGA developed and implemented a three-part strategy aimed at building support among lawmakers at the federal level for overturning the ban; working with policymakers and regulators at the state level to pave the way for regulated sports betting; and joining in legal efforts to challenge the ban in the U.S. Supreme Court. This campaign culminated in a May 2018 Supreme Court ruling that struck down the federal prohibition on sports betting and cleared the way for states to legalize and regulate it.

In addition, Freeman succeeded in uniting AGA members behind a set of issues that offer industry-wide benefits. Through these efforts, Freeman helped drive a 200 percent increase in AGA membership and nearly doubled the association's revenue.

Previously, Freeman served as Chief Operating Officer of the U.S. Travel Association, and helped conceive and drive a legislative campaign that resulted in the passage of the Travel Promotion Act, which *Travel Weekly* described as the "industry's biggest legislative victory in a decade." Following 9/11, Freeman created a Blue Ribbon Panel to analyze how to improve security without compromising travel efficiency, which led to creation of the TSA Pre Check program – a hugely popular initiative that allows more than one million Americans to use expedited security screening at the nation's airports.

A graduate of the University of California, Berkeley, Freeman lives in Arlington, Virginia with his wife and three children.