



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

Geoff Freeman is president and CEO of the Grocery Manufacturers 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 GMA into a powerful, modern advocacy organization aimed at driving growth across the industry. Freeman has instituted key organizational changes to deliver on this mandate and promote key industry values including affordable access, consumer choice and product innovation.

Freeman joined GMA in August 2018 after serving for five years as president and CEO of the American Gaming Association, the trade organization representing the \$240 billion U.S. casino gaming industry. 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. In May 2018, the U.S. Supreme Court struck down the federal ban on sports wagering, which cleared the way for states to create a legal, regulated betting market with the help of the casino industry. While leading AGA, Freeman drove a 200 percent increase in membership and doubled association revenue. Freeman remains involved in the gaming industry as an independent director of AGS, a gaming equipment supplier.

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." The Act led to the creation of Brand USA – a public-private partnership that has helped the United States capture a larger share of the lucrative international travel market. 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 – a program that allows over two million Americans to expedite security screening at the nation's airports. 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 serving as vice president at APCO Worldwide, a global public affairs firm, along with roles at American's Health Insurance Plans (AHIP) and Freddie Mac.

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

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