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Vector Media Appoints Debra Goetz as Executive Vice President of Marketing

NEW YORK CITY, NY / [ACCESS Newswire](#) / January 22, 2026 / Vector Media, a leader in mobility marketing, today announced the appointment of Debra Goetz as Executive Vice President of Marketing. A seasoned marketing executive with deep experience across media companies, iconic brands, and high-growth platforms, Goetz joins Vector Media at a pivotal moment, as real-world advertising continues to gain strategic importance.

In this newly created role, Goetz will work closely with the sales, brand partnerships, and experiential teams to align marketing strategy with revenue growth, while elevating Vector Media's leadership in mobility and experiential marketing.

Goetz previously held executive marketing roles at Univision, NBCUniversal, Gannett/USA Today, Hyatt Hotels, and Nextdoor. Her career reflects a distinguished track record of building and launching brands, developing and executing breakthrough marketing programs, and delivering results. Known for her strategic thinking, agility, and collaborative leadership style, she has built and led high-performing teams across both established organizations and fast-growing companies.

"Debbie brings a rare combination of marketing expertise, operational excellence, and genuine partnership," said Bennett Fogel, President of Sales and Marketing at Vector Media. "She has built and led marketing organizations at some of the most respected companies in media and beyond. Just as important, she is one of the most capable and collaborative leaders I've had the pleasure to work with, and we're thrilled to welcome her to Vector."

Goetz will lead Vector Media's marketing organization, overseeing brand positioning, marketing strategy, sales marketing, communications, social media, and public relations. Her appointment reinforces the company's commitment to advancing Mobility Marketing and creating exceptional real-world experiences for brands and consumers.

About Vector Media

Vector Media is a Mobility Marketing Company - putting brands in motion and in front of audiences where they live, work, commute, shop, and play.

At the core of our approach: Mobility Media - high-impact, street-level and coast-to-coast campaigns, including the only nationwide double-decker fleet - and Experiential - immersive activations that create unforgettable, real-world brand moments.

We're architects of attention and creators of moments, blending bold creative with strategic placement and full-service production. Partnership drives everything we do: accountable, collaborative, and relentlessly innovative to keep brands moving forward.

At Vector, mobility marketing means meeting audiences in motion-building scale, frequency, and lasting impact with every touchpoint.

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SOURCE: Vector Media