



JOE LOMBARDO  
GOVERNOR

CHRIS SEWELL  
DIRECTOR

DRAZEN ELEZ  
ADMINISTRATOR



## Edward Estipona

CEO / President

*Edward Estipona is the founder, president, and CEO of Estipona Group, a full-service marketing and communications agency he launched in 1993. What began as a one-person design firm has grown into an award-winning agency known for its strategic, creative, and results-driven work across sectors including healthcare, tourism, nonprofit, education, and economic development. Over more than three decades, Estipona has built a reputation for innovation—pioneering a collaborative, start-to-finish creative model and transitioning his firm to a fully virtual structure long before remote work became standard.*

*A recognized leader in the advertising and marketing industry, Estipona has received numerous honors, including Reno Advertising Person of the Year, Marketer of the Year by the American Marketing Association, and the American Advertising Federation's Western Region Agency of the Year distinction for his firm. In 2025, he was awarded the AAF's Thomas C. Wilson Lifetime Achievement Award for his contributions to the field and community.*

*Deeply committed to civic engagement, Estipona has been appointed by multiple governors to serve on key statewide boards and commissions. He currently serves as Vice Chair of the Governor's Workforce Development Board and has held leadership roles with organizations including Travel Nevada, Truckee Meadows Tomorrow and the Community Foundation of Northern Nevada. His service reflects a long-standing dedication to strengthening Nevada's workforce, economy, and communities.*

*Estipona holds a Bachelor of Science in Marketing from the University of Nevada, Reno, and continues to leverage his expertise in branding, communications, and strategic planning to drive both organizational and community impact.*

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