

Marketing Your America 250 | CT Story

MODERATORS

Anthony Anthony Chief Marketing Officer

Anthony M. Anthony is a senior marketing and communications professional currently serving as the Chief Marketing Officer (CMO) for the State of Connecticut. As the first CMO, he oversees the Office of Tourism and Statewide Marketing and Branding, working tirelessly to shape and promote a compelling narrative about Connecticut as an exceptional place to live, work, and play.

Previously, Anthony served as the Special Advisor and Communications Director to

Governor Ned Lamont, where his storytelling skills and strategic guidance contributed to Governor Lamont's high approval ratings.

Anthony's expertise was built over the years in the private sector as a creative director and strategist at boutique brand communications agencies in New York City.

Beyond his professional endeavors, Anthony enjoys a good cup of coffee, cooking for his wife and two children, and voraciously consuming pop-culture from the last 70 years.



Ellen Woolf

Brand Director

Ellen Woolf is Brand Director for the State of Connecticut and is thrilled to be driving a brand new, diverse and modern perspective on what it is to live, work and play in Connecticut.

Previously, Ellen served in the CT Office of Film, Television and Digital Media where she helped hundreds of production companies and major networks produce their film and television projects in Connecticut.

Prior to state service, Ellen began her career on Madison Avenue before holding a variety of roles in television production with Sesame Workshop, Martha Stewart and World Wrestling Entertainment.

Ellen also enjoys a good cup of coffee – currently indulging in Sumatra from The Bean in Cheshire. You'll often find her hiking and biking along the CT's state parks and Rails-to-Trails with her husband, John, and golden retriever, Maverick. If you do so, please stop and say hello!



PANELISTS

Liz Salvatore

Fox 61

Liz Barry Salvatore is the Community Marketing Manager at FOX61. She is responsible for all community relations and event planning for the station. She also runs the FOX61 Student News Program and the Making An Impact Foundation. She holds a bachelors degree from Endicott College and a masters degree from Southern New Hampshire University. She has held previous positions as a Producer at Channel 3 and Executive Producer at FOX61. After leaving news, she worked as a Public Relations Specialist at Market Mentors before returning to FOX61 in her current role.



Alex Taylor

Alex P. Taylor | Media

Meet Alex P. Taylor, Connecticut's Lifestyle TV Contributor and Foodie Trend Expert. He has also been a guest on iHeartMedia's Alex and Renee Eat Connecticut with Renee DiNino on Kiss 95.7, Country 92.5, The River 105.9, KC 101 and 97-9 ESPN. He was selected to be on the 2023 Nominee Panel for the Connecticut Restaurant Association Awards and has been a celebrity judge in Taste of New Haven's Apizza Feast.

He just finished writing his first cookbook, "Totally Nachrageous- Lessons in Life and Nachos" and his recipes are currently being featured on Great Day Connecticut cooking segments.

He recently started his own business, Alex P. Taylor | Media, where he supports and celebrates local Connecticut businesses and beyond. Speaking, moderating and facilitating conversations with business owners on the topic of food and trends is a specialty.

Taylor also has ten years worth of experience working with high school students as an interactive speaker and large group facilitator. His experience as Program Manager and Director of the Connecticut YOUTH Forum make him an ultimate resource for large group, open and honest conversations with teens and building conversations around topics that are important and timely to that audience.