

Constance Sayers, President, Government Executive Media Group

Constance Sayers is the President of Government Executive Media Group where she leads revenue and programs for all GEMG brands. As president, Sayers launched the Route Fifty brand and led all product development and design as well as marketing, audience and sales strategy for the award-winning, digital publication aimed at state and local leaders. Twice, she was named to Folio's "Folio 100" annual list of innovators for both 2014 and 2015 and their "Top Women in Media" for 2015. Previously, she served as publisher of Government Executive Media Group where she helped launch the Defense One brand.

In 2010, she re-joined Atlantic Media to serve as vice-president of National Journal LIVE and one year later was promoted to direct the ad sales team. At National Journal, she developed the media company's 2008 and 2012 Presidential Elections and Conventions programs including producing thirty-eight events and an award-winning mobile application. She also brokered all event partnerships with on-air talent from CBS News and ABC News. Her media experience includes leading the advertising, marketing, and events divisions at CQ/Roll Call and Government Executive where she received a Chairman's Award for revenue growth.

For years, she led the Excellence in Government Conference, the expansion to Excellence in Government West and was part of the team that founded the Service to America Medals (SAMMIES). In 2007, while at the Council for Excellence in Government, she teamed with Gallup and Accenture to develop a "Health Care Town Hall" series in Detroit, Miami and Sacramento that was included as part of MTV's "Rock the Vote" Campaign.

Prior to working in media, Connie led marketing and membership programs at such organizations as Big Brothers/Big Sisters, the Food and Drug Law Institute, the American Physical Therapy Association, and the American Society for Training and Development. She was the mid-night to six DJ for WMKX-FM commercial radio outside Pittsburgh for four years. Sayers has an M.A. in English from George Mason University and graduated Magna Cum Laude with B.A. in Writing from the University of Pittsburgh.