

NEWS RELEASE
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NORTHGATE MARKETING’S DAVID TRACY JOINS THE IOWA CENTER *Marketing and Social Media Business Coaching Will Fuel Small Business Growth*

Des Moines, Iowa – The Iowa Center has announced that David Tracy has joined their Business Coaching team as a contract coach. Tracy will share his marketing and social media expertise with The Iowa Center’s small business clients in both the classroom and 1:1 coaching settings.

David Tracy, Founder of Northgate Marketing, is an award-winning marketing and advertising strategist with a global client base. His specialty is curating effective, in-depth marketing campaigns that bridge international and cultural gaps. Beyond marketing, he has provided in-depth business coaching as a consultant to over 200+ start-up companies and businesses seeking to scale or transition. As a keynote speaker, coach and podcast host, David empowers and inspires individuals and businesses toward an optimized and fruitful future.

“David Tracy is a world-class marketing expert with the spirit of an entrepreneur and a heart for service to our community. David will empower our clients to build their brands, connect with their customers, develop their social media strategies, and build an online presence to support the launch and growth of their small businesses,” said Megan Milligan, CEO of The Iowa Center. “David has volunteered his time as a coach and instructor class instructor at The Iowa Center, and we are thrilled to have a professional of David’s caliber make an even deeper investment as a member of our team.”

The Iowa Center is an economic development organization that delivers three lines of direct services to empower entrepreneurs to launch or grow their small businesses: Business Coaching, Credit + Lending, and Tax Services. Iowa Center services are available to all entrepreneurs, but many clients seek The Iowa Center’s support to overcome an obstacle in the marketplace: 72% of The Iowa Center’s clients are low-to-moderate income; 71% are women; and 35% are people of color. The Iowa Center’s services are available to clients at low to no cost thanks to the generosity of our sponsors.

Learn more about The Iowa Center at www.TheIowaCenter.org.