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**(Wyo.)- Wyoming Hires Branding Director To Promote Tourism**

By: Brady McDaniel Posted at: 09/06/2013 08:55 PM

(Associated Press)

The Wyoming Office of Tourism has hired a new director of brand strategy with the goal of marketing and growing the state's tourism economy.

The tourism office said Friday that AnnDrea Boe will begin her job on Sept. 23. The position is new and was created by a consulting firm that focuses on destination marketing.

Boe previously worked in Boulder, Colo., developing the brand for SparkFun Electronics. She graduated from the University of Nebraska at Kearney in 2000.

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