

# Beacon Media + Marketing Announces New Vision, Clearer Focus, and Strategic Leadership Direction

RENO, NV, UNITED STATES, September 30, 2025 /EINPresswire.com/ -- Beacon Media + Marketing is entering a bold new chapter. In a recent episode of [The Beacon Way Podcast](#), co-owners Adrienne Wilkerson and Ken Okonek shared updates that mark a powerful moment of transition, evolution, and recommitment to the company's mission of helping businesses that help people.



One of the biggest updates is the departure of Jennifer Christensen, Beacon's co-founder, who is pursuing her passion for supporting Alaska's nonprofit and faith-based sectors. Her transition marks the close of an incredible 13-year partnership, and the team at Beacon is celebrating her next chapter with support and gratitude.

This shift has sparked a purposeful reset. The leadership team has taken the opportunity to re-express Beacon's mission and vision—refining not what the company does, but why it exists. A renewed focus on values-driven strategy, AI integration, and deeper human connection is shaping what's next.

## Key Initiatives Unveiled:

- **Renewed Mission + Vision:** A new, simplified internal compass has been rolled out to guide communication, decision-making, and client service at every level.
- **Niche Specialization:** Beacon is doubling down on behavioral and mental health marketing, focusing exclusively on clients in this space with 10+ providers or multi-location operations. Former service verticals such as med spas, functional medicine, and dental are being sunset.
- **National Growth:** Following the successful launch of a new Nashville office, Beacon is exploring other regional expansions to enhance client connection across the country.
- **AI-Powered, Human-Led Strategy:** While AI tools are transforming the marketing landscape,

Beacon continues to prioritize expert oversight, personalization, and values-driven storytelling to ensure that automation serves—rather than replaces—the human touch.

Adrienne and Ken emphasized that this next era of Beacon is built on a strong foundation: nearly 25 years of digital marketing evolution, resilience through change, and a steadfast belief in the power of small business. As Adrienne described, “Marketing is about connection. Everything we’re building is meant to deepen, not dilute, that human bond.”

With a clear vision and aligned team, Beacon Media + Marketing is poised to lead with strategy, heart, and innovation through the next wave of marketing transformation.

#### [About Beacon Media + Marketing](#)

Beacon Media + Marketing is a values-driven digital marketing agency specializing in behavioral and mental health marketing. The agency partners with mission-driven businesses across the country to deliver strategy-first digital campaigns powered by both technology and empathy.

Adrienne Wilkerson

Beacon Media + Marketing

+1 775-824-5626

[email us here](#)

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