

MADELEINE BUMSTEAD

Marketing Manager
Southern Idaho Economic Development
Twin Falls



Madeleine Bumstead dreamed of becoming a book editor. Her love for reading, paired with her interest in proofreading and editing, made the literature world feel like a step in the right direction for her career.

Bumstead tried everything, from editing the student newspaper at The College at Brockport to interning at a publishing company. But it was a public relations internship — one that she first felt underqualified for — that brought her to where she is today.

“It was super fast-paced, and I felt like I was doing so much, so many different things every day,” Bumstead said.

Now, Bumstead’s role as the marketing manager at Southern Idaho Economic Development is one that follows the creative process from start to finish, as she has taken on adventurous projects to further the economic prosperity of her community. Although many of her projects face uncharted territory, Bumstead explained that it is trust that allows her to take on these new challenges.

“I think I’ve been lucky with bosses and leaders in my life that have allowed me to go outside of my comfort zone,” Bumstead said. “And even though it might be the first time that I’m designing a whole website, they just trust me to do it.”

The results of this freedom speak for themselves, as Bumstead explained that the opportunities she has had in innovation, like virtual reality and 360-degree video, have transformed Southern Idaho Economic Development into a competitive digital-first economic development organization.

“One of her most significant contributions has been how she has modernized the way we do economic development and business recruitment in Southern Idaho,” said Connie Stopher, executive director of Southern Idaho Economic Development. “Historically, economic development marketing hasn’t changed much over the years. But she has digitized

everything we do, whether that’s through geotargeting, digital advertising, or managing our content creation, she has really taken economic development for us to a whole new level.”

These bold changes have led Southern Idaho Economic Development staff to speak on national panels about their unique approaches, according to Stopher. Not only did Bumstead rebrand the organization, but she amplified its voice, as well. Based in Twin Falls, the organization bills itself as “Southern Idaho’s single-point contact for business relocation, expansion and talent growth.” Southern Idaho Economic Development assists over a dozen communities, including Burley, Gooding, Jerome, Paul, Shoshone and Wendell.

Ultimately, Bumstead wants to create great work “in the background.” She wants her work to speak for itself; she wants to make an impact on her community, and her accomplishments in economic development have been the driving force behind making that change.

“I would really hope that the work we are doing would just create an even more vibrant community where we just give everyone an opportunity to have a really great job and a really great lifestyle,” Bumstead said. “I’m fortunate to work in economic development where it touches everything, from bringing a company in to helping encourage Main Street development and helping really rural communities thrive.”

— Logan Potter

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