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Commerce Announces New Director of Marketing & Communications

OKLAHOMA CITY – The Oklahoma Department of Commerce (Commerce) announced that Becky Samples will serve as the new Director of Marketing & Communications. In this role she will lead Commerce’s Marketing & Communications division and serve as the agency’s public information officer.

“Becky brings a wealth of knowledge, leadership and enthusiasm to this role,” said Brent Kising, Commerce Executive Director. “With our state ranking in the top 10 for net in-migration and top 3 for GDP growth, the opportunities in Oklahoma only continue to grow. I’m confident Becky will lead our communications efforts to promote the many programs that support Oklahomans and Oklahoma businesses as well as the story we’re telling to the world.”

Samples holds a bachelor’s degree in Public Relations from Auburn University. Prior to her work for the state, she worked in the private and public sectors at Oklahoma Farm Bureau Insurance as the vice president of insurance marketing and communications as well as Groendyke Transport and the City of Enid

“I am thrilled to join the Commerce team,” said Samples. “This is an exciting time for Oklahoma’s business development, and I look forward to furthering the mission of being a Top Ten state by promoting Oklahoma as the most business-friendly state to our existing businesses and across the nation.”

In addition to her work, Samples enjoys serving on the Leadership Oklahoma Executive Board as well as on the Ground Zero Board of Directors. She resides in Norman with her husband Charlie and their three kids.

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