

Strength

through strategic acquisition



Creek Indian Enterprises
Development Authority



Fusion is defined as the process or result of joining two or more things together to form a single entity. That is just what was done this year when CIEDA took ownership of the Huntsville based, five-star marketing firm Media Fusion. This established government contractor has a stellar 23-year history of doing business as a minority-owned firm and boasts high profile clientele including NASA, Raytheon, Boeing, U.S Army, Lockheed Martin, and DARPA to name a few. Their contract history represents almost \$100 million in successful contract awards and performance, making this acquisition a real win for the Poarch Band of Creek Indians.

“As a leader in the industry, we know that Media Fusion will be an excellent complement and fit to our growing imprint in the Huntsville area, and we are excited to add them to our portfolio of companies,” said Stephanie A. Bryan, Tribal Chair/CEO, Poarch Band of Creek Indians.

The Media Fusion leadership team of Tim McElyea, CEO and Richard Williams, President, remain unchanged, and each is active in the day-to-day operations.

When speaking about the acquisition of the organization by CIEDA, McElyea said, “This is a strategic alliance to combine the strengths of two entities, allowing us to pursue new opportunities.”

“Having a multimedia production company of this caliber within our Tribal ranks will positively

influence all of our businesses who previously could not access such expertise. Not only is Media Fusion a success story in their own accord, but they also offer the CIEDA enterprises the unique opportunity to tap into their knowledge, guidance, and inspiration for ever more effective marketing efforts,” stated Cody Williamson, CIEDA President/CEO.

Media Fusion is an award-winning media production studio with recent accolades such as being named the 2016 Small Business of the Year in government contracting by the Huntsville/Madison County Chamber of Commerce, a 2015 American

In-house Graphic Design Award, numerous Telly Awards, 2014 Academy of Interactive and Visual Arts award for its work on behalf of NASA, and as Inc. 500- 5,000 Fastest

Growing U.S. Companies.

Capabilities for Media Fusion include Business Support, Multimedia Productions, Program Management, Facilities Management, Exhibit Management, Engineering Visualization, and Strategic Communications. Within multimedia, they facilitate Animation, Video Production, Web Development, Photography, Exhibits, and various kinds of Digital Media. The future is more than bright for Media Fusion and their extensive marketing knowledge is most assured to benefit in some way all of the enterprises owned by the Tribe.

By: Jen Chism, CIEDA Marketing Manager

