

Purplegator Welcomes Mike Gatta

WAYNE, PA, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- [Purplegator Marketing Agency & Consultants](#), a leading marketing and business growth agency, today announced the addition of [Mike Gatta](#) to its leadership team. Mike brings more than 20 years of experience in business development, strategic marketing, recruitment marketing, employer branding, digital strategy, analytics, and client growth.

Gatta most recently served as Vice President, National Development at a national recruitment marketing agency, where he focused on hiring strategies and campaigns, designed to strengthen help companies hire employers, develop employment brands, generate business opportunities, and deliver measurable results. In his new role with Purplegator, Gatta will leverage his extensive experience in strategic marketing, sales, talent acquisition, and client relationship management to help organizations navigate an increasingly competitive marketplace.



PURPLEgator

"I'm excited to join Purplegator and bring together my experience in marketing, business development, recruitment, and human resources to help clients achieve meaningful, measurable growth," said Mike Gatta. "The opportunity to work closely with clients at the strategic level while also helping drive execution is particularly exciting. I look forward to building strong partnerships and delivering results."

"I've known Mike for many years as a respected colleague in the industry," said Bob Bentz, president of Purplegator. "I'm very honored that he has chosen to work alongside me at Purplegator. His experience, knowledge, and work ethic will help take Purplegator to the next

level." Gatta's career has been defined by a consultative approach that combines strategic thinking with practical execution. His expertise includes employer branding, recruitment marketing, digital marketing, analytics, AI-driven recruitment solutions, strategic sales, business development, and return-on-investment (ROI) hiring strategies. He is also SHRM-CP and SHRM-SCP certified, giving him a distinctive perspective at the intersection of marketing, human resources, talent acquisition, and business growth.

Gatta earned a dual major in Marketing and Journalism from Temple University in 1988. His background in journalism also complements his marketing expertise, providing a strong foundation in communications, messaging, storytelling, and audience engagement.

About Purplegator:

Purplegator Marketing Agency & Consultants, based in suburban Philadelphia, provides data driven mobile, digital, and traditional marketing services to the talent acquisition and other vertical industries. In the past three years, Purplegator has been named to the Inc Regionals, Inc. 5000, Philly 100, Titan 100, and Financial Times Fastest Growing Companies.

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