



The **MISSION** of the Tennessee Department of Tourist Development is to increase the state's economic viability and support the growth of tourism in all 95 counties by inspiring travel, developing programs and enhancing industry partnerships which drive job creation, tax revenue and new investments, thereby enriching the quality of life for every Tennessean.

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CENTRAL STAFF DIRECTORY



Mark Ezell
Commissioner
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Responsible for the growth strategy and overall branding of tourism to Tennessee.



Catherine Mayo
Executive Assistant
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615-741-9016

Executive Assistant to the Commissioner.



Dennis Tumlin
Chief Customer Officer
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615-532-4132

Create customer-centric strategies to increase connectivity and grow tourism.



Ashley Fuqua
Legislative Liaison
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615-741-9045

Director of legislation and policy, responsible for cultivating relationships with legislators.

ADMINISTRATION SERVICES



Kevin Mahoney
Assistant Commissioner
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615-741-9023

Oversees human resources, legal, financial, procurement and other support services.



Alicia Widrig
General Counsel
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615-741-9065

Practices intellectual property, contracts, employment & labor, digital media, internet.



Adam Mansell
Statistical Research Specialist
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Oversees research, analysis and evaluation related to policies and marketing programs.



Cheri Maddox
Director of Human Resources
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615-741-1762

Compensation and benefits, on-boarding employees and performance management.



Mark White
Procurement Officer
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615-741-9008

Procurement Officer for the department and accounts payable.



Dawn Grooms
Business Manager
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615-741-9047

Budget, financial reporting and tracking, grant reimbursements, admin support.



Fay Hicks
Tourism Information Specialist
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615-741-9020

Customer service for tourism information, fulfill individual and bulk order distribution.

MARKETING



Brian Wagner
Assistant Commissioner
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615-532-7853

Leads marketing, communications, public relations and sales insights and strategy.



Nekasha Pratt
Director of Marketing
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615-741-9025

Digital and social media, websites, email, brand, partnerships and VMLY&R services.



Alisa Kessler
Creative Services Manager
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615-532-8071

Graphic design, project management, branding, websites and consumer emails.



Will Crockett
Social Media Manager
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Consumer-facing social media marketing and management; oversees CrowdRiff.



Stephanie Hamilton
Graphic Designer
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615-741-9005

Graphic design, industry-facing emails and Retire Tennessee; oversees photo library.

RURAL TOURISM & OUTREACH



Melanie Beauchamp

Assistant Commissioner
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Oversees all aspects of partner outreach, resources and rural tourism development.



Zach Ledbetter

Director of Outreach & Engagement
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Manages tourism partner engagement, department initiatives and communication.



Abbie Gristy

Rural Tourism Program Manager
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615-879-2197

Dedicated to rural tourism development, focused on distressed and at-risk counties.



Marty Marbry

Division Manager, West
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731-225-0053

Advise and assist partners in 26 counties. Partner outreach, workshops and planning.



Ashley DeRossett

Division Manager, Middle
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615-454-0196

Advise and assist partners in 35 counties. Partner outreach, workshops and planning.



Dave Jones

Division Manager, East
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865-335-9142

Advise and assist partners in 34 counties. Promotes travel via TV and public speaking.



Andi Grindley

Outreach Projects Coordinator
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615-741-7994

Project coordination, grant administration, event planning and management.



Rob Sherrill

Special Projects Coordinator
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Customer service, website support, cross-functional team building with agencies.

COMMUNICATIONS



Amanda Murphy

Director of Communications
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Communications strategy: media relations, crisis management, digital, industry outreach.



Jill Kilgore

Public Relations Media Manager
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PR campaigns, media outreach, pitching, round ups, FAMs and Songwriters Week.



Amanda Stravinsky

Communications Content Manager
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Press site management, content creator assignments, industry communications.

TRAVEL TRADE



Kimberly Leonard

Director of Sales
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Oversees Travel Trade, management of international markets and representation.

WELCOME CENTERS



Pete Rosenboro

Assistant Commissioner
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615-741-9035

Administrates and oversee daily operations of Tennessee's 16 state Welcome Centers.



Audrey Jackson

Manager of Team Development
Audrey.L.Jackson@tn.gov
615-741-9018

Employee learning and development, state-wide training, performance management.



Tami Giles

Welcome Center Coordinator
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615-741-9012

TEMA ESC, Welcome Center brochure approvals, coordinates WC FAM Tours.