

CENTRAL STAFF DIRECTORY



Department of
Tourist Development

The **MISSION** of the Tennessee Department of Tourist Development is to motivate travel to and within Tennessee by inspiring enjoyment, creating memories, producing a desire to return, and establishing key long-term relationships that result in visitors becoming residents.



Mark Ezell
Commissioner
Mark.Ezell@tn.gov
615-741-9001

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



Catherine Mayo
Executive Assistant
Catherine.Mayo@tn.gov
615-741-9016

Executive Assistant to the Commissioner.



Dennis Tumlin
Chief Customer Officer
Dennis.Tumlin@tn.gov
615-532-4132

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



Ashley Fuqua
Legislative Liaison
Ashley.Fuqua@tn.gov
615-741-9045

Director of legislation and policy.

ADMINISTRATION SERVICES



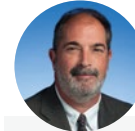
Kevin Mahoney
Assistant Commissioner
Kevin.Mahoney@tn.gov
615-741-9023

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



Alicia Widrig
General Counsel
Alicia.Widrig@tn.gov
615-741-9065

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



Mark White
Procurement Officer
Mark.White@tn.gov
615-741-9008

Procurement Officer for the department and accounts payable.



Sharon Reed
Director of Human Resources
Sharon.Reed@tn.gov
615-741-1762

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



Dawn Grooms
Business Manager
Dawn.J.Grooms@tn.gov
615-741-9047

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



Fay Hicks
Tourism Information Specialist
Fay.Hicks@tn.gov
615-741-9020

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

MARKETING



Brian Wagner
Assistant Commissioner
Brian.Wagner@tn.gov
615-532-7853

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



Nekasha Pratt
Director of Marketing
Nekasha.Pratt@tn.gov
615-741-9025

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



Alisa Kessler
Creative Services Manager
Alisa.Kessler@tn.gov
615-532-8071

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



Will Crockett
Social Media Manager
Will.Crockett@tn.gov
615-741-9007

Consumer-facing social media marketing and management; oversees CrowdRiff.



Stephanie Hamilton
Graphic Designer
Stephanie.Hamilton@tn.gov
615-741-9005

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



Carrie Roberson
Senior Marketing Assistant
Carrie.Roberson@tn.gov
615-741-9027

Marketing grants, financial reporting and tracking of invoices, administrative services.

RURAL TOURISM & OUTREACH



Melanie Beauchamp

Assistant Commissioner
Melanie.Beauchamp@tn.gov
615-741-9009

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



Zach Ledbetter

Director of Outreach & Engagement
Zach.Ledbetter@tn.gov
615-532-2963

Manages tourism partner engagement, department initiatives and communication.



Abbie Gristy

Rural Tourism Program Manager
Abbie.Gristy@tn.gov
615-879-2197

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



Marty Marbry

Division Manager, West
Marty.Marbry@tn.gov
731-225-0053

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



Ashley DeRossett

Division Manager, Middle
Ashley.DeRossett@tn.gov
615-454-0196

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



Dave Jones

Division Manager, East
Dave.Jones@tn.gov
865-335-9142

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



Ramay Winchester

Director of Retire Tennessee
Ramay.W.Winchester@tn.gov
615-975-4237

Program director for Retire Tennessee communities and Adventure Tourism.



Andi Grindley

Outreach Projects Coordinator
Andi.Grindley@tn.gov
615-741-7994

Project coordination, grant administration, event planning and management.



Rob Sherrill

Special Projects Coordinator
Rob.Sherrill@tn.gov
615-532-8124

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

COMMUNICATIONS



Amanda Murphy

Director of Communications
Amanda.Murphy@tn.gov
615-741-9010

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



Jill Kilgore

Public Relations Media Manager
Jill.Kilgore@tn.gov
615-741-9069

PR campaigns, media outreach, pitching, round ups, FAMs and Songwriters Week.



Amanda Stravinsky

Communications Content Manager
Amanda.Stravinsky@tn.gov
615-532-7822

Press site management, content creator assignments, industry communications.

TRAVEL TRADE



Kimberly Leonard

Director of Sales
Kimberly.Leonard@tn.gov
615-532-0484

Oversees Travel Trade, management of international markets and representation.

WELCOME CENTERS



Pete Rosenboro

Assistant Commissioner
Pete.Rosenboro@tn.gov
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
Tami.Giles@tn.gov
615-741-9012

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

