

## 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



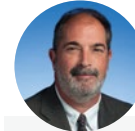
**Kevin Mahoney**  
Assistant Commissioner  
Kevin.Mahoney@tn.gov  
615-741-9023

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.



**Cheri Maddox**  
Director of Human Resources  
Cheri.Maddox@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.



**Vacant**  
Senior Marketing Assistant

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.



### Vacant

Director of Retire Tennessee

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.

