



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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Executive Assistant to the Commissioner.



Dennis Tumlin
Chief Customer Officer
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Create customer-centric strategies to increase connectivity and grow tourism.



Ashley Fuqua
Legislative Liaison
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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.



Mark White
Procurement Officer
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615-741-9008

Procurement Officer for the department and accounts payable.



Cheri Maddox
Director of Human Resources
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615-741-1762

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



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



Alisa Kessler
Creative Services Manager
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Creative project management, branding, design, websites and consumer newsletters.



Amanda Stravinsky
Digital Media Manager
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Editorial manager of tnvacation.com, consumer newsletters and social media.



Stephanie Hamilton
Graphic Designer
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Graphic design, industry newsletters and Retire Tennessee; oversees photo library.

RURAL TOURISM & OUTREACH



Melanie Beauchamp

Assistant Commissioner
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615-741-9009

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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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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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.



Rob Sherrill

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



Andi Grindley

Outreach Projects Coordinator
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Project coordination, grant administration, event planning and management.

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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615-741-9069

PR campaigns, media outreach, industry and media communications, Songwriters Week.



Mary Katelyn Price

Communications Specialist
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Working in key areas of media relations, industry communication and socials.

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



Audrey Jackson

Manager of Team Development
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Employee learning and development, state-wide training, performance management.



Tami Giles

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