



## CENTRAL OFFICE STAFF DIRECTORY

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.

[tnvacation.com](http://tnvacation.com) | [#madeintn](https://twitter.com/madeintn)



**Mark Ezell**  
Commissioner  
[Mark.Ezell@tn.gov](mailto: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](mailto:Catherine.Mayo@tn.gov)  
615-741-9016

Executive Assistant to the Commissioner.

### ADMINISTRATION SERVICES



**Kevin Mahoney**  
Assistant Commissioner  
[Kevin.Mahoney@tn.gov](mailto:Kevin.Mahoney@tn.gov)  
615-741-9023

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



**Adam Mansell**  
Statistical Research Specialist  
[Adam.Mansell@tn.gov](mailto:Adam.Mansell@tn.gov)  
615-788-9477

Oversees research, analysis and evaluation related to policies and marketing programs.



**Alicia Widrig**  
General Counsel  
[Alicia.Widrig@tn.gov](mailto:Alicia.Widrig@tn.gov)  
615-741-9065

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



**Ashley Fuqua**  
Legislative Liaison  
[Ashley.Fuqua@tn.gov](mailto:Ashley.Fuqua@tn.gov)  
615-741-9045

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



**Cheri Maddox**  
Director of Human Resources  
[Cheri.Maddox@tn.gov](mailto: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](mailto:Dawn.J.Grooms@tn.gov)  
615-741-9047

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



**Elizabeth Macias**  
Executive Administrative Assistant  
[Elizabeth.Macias@tn.gov](mailto:Elizabeth.Macias@tn.gov)  
615-981-6956

Administrative services, support, inventory, surplus, vehicle and asset management.



**Fay Hicks**  
Tourism Information Specialist  
[Fay.Hicks@tn.gov](mailto:Fay.Hicks@tn.gov)  
615-741-9020

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



**Mark White**  
Procurement Officer  
[Mark.White@tn.gov](mailto:Mark.White@tn.gov)  
615-741-9008

Procurement Officer for the department and accounts payable.

### MARKETING



**Brian Wagner**  
Assistant Commissioner  
[Brian.Wagner@tn.gov](mailto:Brian.Wagner@tn.gov)  
615-532-7853

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



**Amanda Murphy**  
Director of Communications  
[Amanda.Murphy@tn.gov](mailto: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](mailto:Jill.Kilgore@tn.gov)  
615-741-9069

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



**Mary Katelyn Price**  
Communications Specialist  
[MaryKatelyn.Price@tn.gov](mailto:MaryKatelyn.Price@tn.gov)  
615-741-9007

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



**Patrick Green**  
Marketing Coordinator  
[Patrick.Green@tn.gov](mailto:Patrick.Green@tn.gov)  
615-741-9027

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



**Rob Regg**  
Director of Marketing  
[Rob.Regg@tn.gov](mailto:Rob.Regg@tn.gov)  
615-741-9025

Lead and direct marketing programs, plus partnerships and advertising co-ops.

## MARKETING (CONTINUED)



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

Creative project management, branding, design, websites and consumer newsletters.



**Amanda Stravinsky**  
Digital Media Manager  
Amanda.Stravinsky@tn.gov  
615-532-7822

Editorial manager of tnvacation.com, consumer newsletters and social media.



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

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

## 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.



**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.



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

Project coordination, grant administration, event planning and management.



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

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



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

Manages tourism partner engagement, department initiatives and communication.



**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.



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

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



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

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

## 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.