

# TENNESSEE

SOUNDS PERFECT

## CENTRAL OFFICE STAFF DIRECTORY

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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 creates visitation to drive tax revenue, job creation, and new investments, thereby enriching the quality of life for every Tennessean.



### Mark Ezell

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

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



### Carole Anne Orsborn

Executive Assistant  
CaroleAnne.Orsborn@tn.gov  
615-741-9016

Executive Assistant to the Commissioner.

## ADMINISTRATION SERVICES



### Kevin Mahoney

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

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



### Josh Gibson

Chief of Analytics & Strategy  
Josh.Gibson@tn.gov  
615-236-5597

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



### Kathryn Moore

Research Analyst  
Kathryn.Moore@tn.gov  
615-864-1055

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



### Alicia Widrig

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

Practices primarily IP, contracts, employment, digital media & sweepstakes/promotional law.



### Mary Katelyn Price

Legislative Liaison  
MaryKatelyn.Price@tn.gov  
615-351-2334

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



### Kelly Johns

Procurement Director  
Kelly.Johns@tn.gov  
615-306-3313

Procurement Director for the department and accounts payable.



### 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.



### Elizabeth Macias

Executive Administrative Assistant  
Elizabeth.Macias@tn.gov  
615-981-6956

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

## MARKETING



### Debra Smith

Assistant Commissioner  
Debra.B.Smith@tn.gov  
615-917-0559

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



### Shelby McAuley

Marketing Assistant  
Shelby.McAuley@tn.gov  
615-879-8968

Invoices, partnerships, administrative services.



### Maggie Fuqua

Director of Sales  
Margaret.Fuqua@tn.gov  
615-532-0484

Oversees travel trade, management of international markets and representation.



### Grace Frost

Sales Manager  
Grace.Frost@tn.gov  
615-598-2884

Manages domestic travel trade, sales missions, and FAMs.



### Amanda Murphy

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

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



### Jill Kilgore

Sr. Communications Manager  
Jill.Kilgore@tn.gov  
615-741-9069

PR campaigns & events, domestic/international media outreach, FAMs, Songwriters Week.



### Chelsea Trott

Communications Manager  
Chelsea.Trott@tn.gov  
629-395-8941

PR campaigns/events, domestic media relations, industry communications, press website.



**Rob Regg**  
Director of Marketing  
Rob.Regg@tn.gov  
615-741-9025

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



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

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



**Allison Maloney**  
Marketing Manager  
Allison.Maloney@tn.gov  
615-840-2576

Marketing project management, copywriting, branding, consumer newsletters.



**Jaisie Shahan**  
Creative Services Manager  
Jaisie.Shahan@tn.gov  
615-517-2507

Creative project management, branding, design, websites, photo assets.



**Patrick Green**  
Marketing Coordinator  
Patrick.Green@tn.gov  
615-981-6795

Marketing programs, editorial contribution, social media.



**Michael Castellon**  
Content Specialist  
Michael.Castellon@tn.gov  
615-651-9947

Gather and manage digital assets, support consumer and industry efforts.

## 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.



**Molly Brown**  
Rural Destination Development Manager  
Molly.Brown@tn.gov  
615-854-6660

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



**Jessica Hollingsworth**  
Tourism Initiatives Coordinator  
Jessica.Hollingsworth@tn.gov  
615-864-5548

Retire Tennessee, Discover Trails and Byways, Tennessee Music Pathways and Civil War Trail.



**Silas Stoddart**  
Rural Tourism Program Manager  
Silas.Stoddart@tn.gov  
615-762-5695

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



**Jenni Veal**  
Outdoor Tourism Development Manager  
Jenni.Veal@tn.gov  
615-864-5848

Dedicated to outdoor tourism development, focused on outdoor initiatives across the state.



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

Create customer-centric strategies to increase connectivity and grow 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.



**Brent Lambert**  
Division Manager, East  
Brent.Lambert@tn.gov  
865-335-9142

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



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

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



**Sherri McCarter**  
Division Manager, West  
Sherri.McCarter@tn.gov  
731-225-0053

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



**Frank Stevenson**  
Special Projects Administrator  
Frank.Stevenson@tn.gov  
615-892-0569

National Civil Rights Trail, museum development, and higher education programs.

## 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.



**Toni Guffey**  
Team Development Manager  
Toni.M.Guffey@tn.gov  
615-878-5933

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



**Dani Crear**  
Welcome Center Coordinator  
Dani.Crear@tn.gov  
615-981-2531

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



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