



## 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.

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**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.



**Carole Anne Orsborn**  
Executive Assistant  
[CaroleAnne.Orsborn@tn.gov](mailto:CaroleAnne.Orsborn@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.



**Josh Gibson**  
Director of Research  
[Josh.Gibson@tn.gov](mailto:Josh.Gibson@tn.gov)  
615-236-5597

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



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

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.



**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



**Debra Smith**  
Assistant Commissioner  
[Debra.B.Smith@tn.gov](mailto:Debra.B.Smith@tn.gov)  
615-917-0559

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, advocacy, industry outreach.



**Jill Kilgore**  
Public Relations Media Manager  
[Jill.Kilgore@tn.gov](mailto:Jill.Kilgore@tn.gov)  
615-741-9069

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



**Alli Lapps**  
Communications Manager  
[Alli.Lapps@tn.gov](mailto:Alli.Lapps@tn.gov)  
615-906-5190

PR campaigns & events, domestic media relations, industry communications, press website



**Maggie Fuqua**  
Director of Sales  
[Margaret.Fuqua@tn.gov](mailto:Margaret.Fuqua@tn.gov)  
615-532-0484

Oversees travel trade, management of international markets and representation.



**Grace McKinney**  
Sales Manager  
[Grace.McKinney@tn.gov](mailto:Grace.McKinney@tn.gov)  
615-598-2884

Manages domestic travel trade, sales missions, and FAMs.

## MARKETING (CONTINUED)



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

Marketing programs, editorial contribution, invoices, partnerships, administrative services.



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

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



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

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



**Amanda Burton**  
Digital Media Manager  
Amanda.Stravinsky@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 and photo assets

## 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.



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

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



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

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

## 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.



**Jenni Veal**  
Rural Destination Development Manager  
Jenni.Veal@tn.gov  
615-864-5848

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.



**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.



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Tennessee



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