

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
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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.



Abby Norman

Marketing & Tourism Office Coordinator
Abby.Norman@tn.gov
615-761-4005

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
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629-395-8941

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



Shelby McAuley

Communications & Sales Specialist
Shelby.McAuley@tn.gov
615-879-8968

Program support and active project management for Communications and Sales.



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.



Hope Vargas

Rural Destination Development Manager
Hope.Vargas@tn.gov
615-854-1034

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.



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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