

TENNESSEE SOUNDS PERFECT

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

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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.

@tnvacation @TDTIndustry @tnvacation @TNtravelnews @tnvacation @tnvacation Tennessee

ADMINISTRATION SERVICES



Kevin Mahoney
Assistant Commissioner
Kevin.Mahoney@tn.gov
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 primarily IP, contracts, employment, digital media & sweepstakes/promotional law.



Dawn Grooms
Business Manager
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615-741-9047

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



Mary Katelyn Price
Legislative Liaison
MaryKatelyn.Price@tn.gov
615-741-9007

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



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.



Elizabeth Macias
Executive Administrative Assistant
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615-981-6956

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



Cheri Maddox
Director of Human Resources
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615-741-1762

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



Dennis Tumlin
Chief Customer Officer
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615-532-4132

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



Josh Gibson
Director of Research
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615-236-5597

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



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

Procurement Director for the department and accounts payable.



Jenni Veal
Rural Destination Development Manager
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615-864-5848

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



Kathryn Moore
Research Analyst
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615-864-1055

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.



Silas Stoddart
Rural Tourism Program Manager
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615-762-5695

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

RURAL TOURISM & OUTREACH (CONTINUED)



Jessica Hollingsworth
Tourism Initiatives Coordinator
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615-864-5548

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



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

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



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

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



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

Project coordination, grant administration, event planning and management.



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

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



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.

MARKETING



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

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



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

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



Patrick Green
Marketing Coordinator
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615-981-6795

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



Shelby Bratcher
Marketing Assistant
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615-879-8968

Invoices, partnerships, administrative services.



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

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



Amanda Murphy
Director of Communications
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615-741-9010

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



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

Oversees travel trade, management of international markets and representation.



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

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



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

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



Grace McKinney
Sales Manager
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615-598-2884

Manages domestic travel trade, sales missions, and FAMs.



Allison Maloney
Marketing Manager
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615-840-2576

Marketing project management, copywriting, branding, consumer newsletters.



Vacant
Communications Manager

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

WELCOME CENTERS



Pete Rosenboro
Assistant Commissioner
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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
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615-878-5933

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