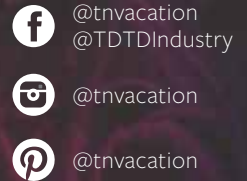


TENNESSEE SOUNDS PERFECT

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
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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 Daniel

Research Analyst
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615-864-1055

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



Alicia Widrig

General Counsel
Alicia.Widrig@tn.gov
615-342-9262

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
615-293-5806

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.



Margaret Fuqua

Director of Sales
Margaret.Fuqua@tn.gov
615-521-9043

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
615-927-6081

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



Jill Kilgore

Sr. Communications Manager
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615-927-1320

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.

**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
 615-598-1996

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

**Amanda Burton**

Sr. Digital Media Manager
 Amanda.Burton@tn.gov
 615-686-7837

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
 615-487-5867

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.

**Lee Rose Koza**

Outdoor Tourism Development Manager
 Leerose.Koza@tn.gov
 615-482-9123

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

**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.

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
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 615-981-2531

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



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