



## **ACVB Announces Staff Changes**

### **Sales Department Strengthens With New Additions and Promotions**

(ATLANTA—January 29, 2002) The Atlanta Convention and Visitors Bureau (ACVB) recently announced the addition of four new staff members and the promotion of three current employees. Naiema Thomas was named national sales manager, Mike Jackson and Sue Kelly join the organization as sales managers, national accounts and Dianne Sullivan will serve as national sales manager, DC area. Current ACVB employee Jeremy Rubin was recently promoted to national sales manager, special markets, while Jim Bright was named to sales manager national accounts. Cookie Smoak will fill the title of sales director, airport area.

As national sales manager, Naiema Thomas will be responsible for the selling and marketing of Atlanta, Georgia as a destination for meetings, working with groups utilizing from 100 to 1200 peak rooms per night. The Michigan native brings nine years of hospitality experience including sales manager positions with The Ritz-Carlton Hotel Company and Marriott International.

Mike Jackson joins the ACVB as sales manager, national accounts, selling facilities and convention-related services to groups requiring exhibit or session space larger than can be accommodated by a single hotel and/or with corresponding sleeping room requirements of more than 1,200 rooms. Prior to joining the ACVB, the native New Orleanian held positions at The New Orleans Hilton Hotel and Westin Hotels.

Sue Kelly will also fill the position of sales manager, national accounts. She brings a strong and diverse background in the hospitality industry, including positions with Hyatt Regency, the Ritz-Carlton Corporation and Helms Briscoe.

Dianne Sullivan comes to the Bureau as national sales manager, DC area sales. With more than 20 years of sales and marketing management experience in the hospitality and event planning industries, her primary responsibility as national sales manager will be selling Atlanta in the Greater Washington, D.C. area through generating leads and subsequent bookings for the sales department focusing between 100 -1,200 rooms per night.

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Several ACVB employees were recently chosen for new positions within the company. Jeremy Rubin has been promoted to national sales manager, special markets and will be located at the main offices of the ACVB. He will handle the development of accounts in special markets to include sports targeted at need-period dates. Rubin formerly held the position of national sales manager, Atlanta Airport Marketing Coalition.

Jim Bright has advanced to sales manager, national accounts and will work to bring citywide convention groups to Atlanta of more than 1,200 rooms per night and utilizing 40,000 square feet and larger. Previously Bright held the title of national sales manager.

Cookie Smoak has been promoted to sales director, airport area where she will act as the liaison between the airport marketing coalition and the ACVB to aggressively pursue convention business in the airport area both for hotels and the Georgia International Convention Center (GICC). Cookie will be working out of the GICC. She formerly held the position of sales manager, national accounts, handling citywide groups of 1,200 rooms per night and up.

Established in 1913, the ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as premier conventions, meetings and leisure destinations in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism.

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