



ACVB's Martin-Sanders Takes on Expanded Role

ATLANTA (March 11, 2004) – The Atlanta Convention & Visitors Bureau (ACVB) recently announced the promotion of Joanne Martin-Sanders to assistant manager, international marketing and sales. In this new capacity, Martin-Sanders is charged with exploring opportunities to position Atlanta as the destination of choice for the 35 million Hispanics that live in the United States. In her new expanded role, Martin-Sanders will be managing the ACVB's strong relationships with the Atlanta Hispanic community and looking for ways to create partnerships and synergies with domestic and international Hispanic organizations. She will work closely with Kathleen Bertrand, vice president of community affairs, on diversity marketing and assist Kathleen in ACVB's representation within the Hispanic community. Martin-Sanders will continue to coordinate international trade shows, work with key Latin American market partners and assist in sales missions.

“Joanne is a great compliment to our marketing efforts,” said Bill Howard, vice president of marketing, tourism and communications for the ACVB. “Her background and drive establish a strong foundation for her successes with the ACVB and the Latin market. We believe she is the ideal person to lead our initiatives in this growing Hispanic market segment.”

Martin-Sanders brings more than six years of experience in marketing, communication, and the hospitality industry to her new position. Prior to joining the ACVB, she was assistant vice president for global communications at Bank of America, where she worked on corporate and consumer domestic and international marketing initiatives. Before joining Bank of America, Martin-Sanders served as director of the international department of the World Trade Center Atlanta, a membership club formerly managed by the Ritz-Carlton Hotel.

Martin-Sanders is author of a weekly column in *La Vision de Georgia* and a monthly column for *Muevelo Magazine* and a key Hispanic Internet portal [miatlanta.com]. She studied at the University of Florida and is fluent in Spanish and French. Her Dominican and Spanish background enables her to effectively work with Latin American and European clients.

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

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