

**FOR IMMEDIATE RELEASE**

September 12, 2024

**GREENSBORO CONVENTION & VISITORS BUREAU ANNOUNCES NEW BOARD OFFICERS**

New Leadership Roles Effective Immediately

**GREENSBORO, NC** – The Greensboro Area Convention & Visitors Bureau (GACVB) proudly announces the election of four board members to key officer positions. Leading the new board officers is Kelly Harrill, who has been named Chairman. Harrill serves as Vice President of Hospitality for Koury Corporation, overseeing operations at the Sheraton Greensboro Hotel & Koury Convention Center, Grandover Resort and Conference Center, and the Holiday Inn Greensboro Coliseum.

Joining Harrill in leadership roles are:

- Vice Chair Madison Carroll Snyder, Chief of Staff and Director of Hotel Operations at the Carroll Companies
- Treasurer Tony Villier, Managing Director for Hotel and Events Sales at the O.Henry and Proximity Hotels
- Secretary Ann Allen, Director of Sales at the Greensboro-High Point Marriott Airport, a longtime partner and advocate of GACVB and the hospitality industry

These appointments were confirmed at the August 2024 GACVB Board of Directors Meeting and are effective immediately.

“Our new board officers are deeply committed to Greensboro’s tourism and hospitality sectors,” said Henri Fourrier, President and CEO of GACVB. “Each brings invaluable experience and dedication to their roles, and we look forward to their leadership as we continue to make Greensboro a premier destination for visitors.”

The GACVB Board is composed of 13 members, with appointments made by the Greensboro City Council (5), Guilford County Commissioners (5), and the Greensboro Chamber of Commerce (1). Two Ex-Officio members represent the Greensboro Tourism Development Authority and Guilford County Finance.

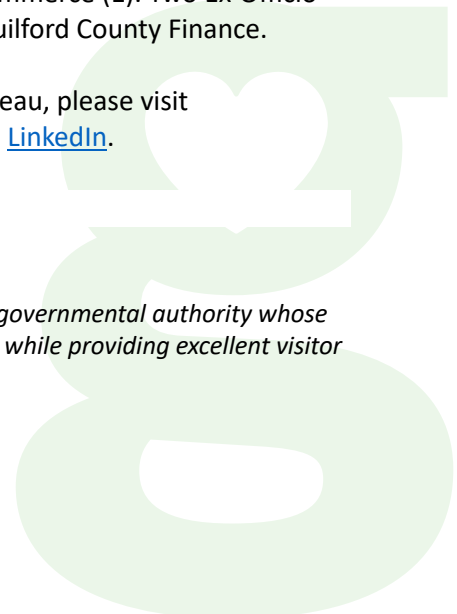
For more information about the Greensboro Area Convention & Visitors Bureau, please visit [www.VisitGreensboroNC.com](http://www.VisitGreensboroNC.com) and follow them on [Facebook](#), [Instagram](#), and [LinkedIn](#).

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***About the Greensboro Area Convention & Visitors Bureau***

*The Greensboro Area Convention and Visitors Bureau is an independent, non-profit governmental authority whose mission is to aggressively market Greensboro’s assets, maximizing economic impact while providing excellent visitor service.*

**You're Welcome.**





## Convention & Visitors Bureau

*Travel and tourism generated nearly \$1.7 billion in Guilford County in 2023, employing more than 11,000 in travel-related jobs, according to "The Economic Impact of Travel on North Carolina Counties" study prepared for Visit North Carolina by Tourism Economics.*

*You're Welcome.*

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