

**FOR IMMEDIATE RELEASE**

July 1, 2025

**GREENSBORO/GUILFORD COUNTY TOURISM DEVELOPMENT AUTHORITY ANNOUNCES NEW  
PRESIDENT/CEO**

Anthony Cordo will begin his role on July 14

**Greensboro, NC** – The Greensboro/Guilford County Tourism Development Authority named Anthony Cordo, a nationally recognized tourism executive, as its new President and CEO. Cordo will officially step into the role on July 14.

Cordo most recently served as Executive Vice President of Visit Lauderdale in Broward County, Florida, where he led initiatives that elevated the destination's profile. He holds the Certified Destination Management Executive (CDME) designation, the tourism industry's highest individual educational achievement, awarded by Destinations International. Cordo is also a Certified Meeting Professional (CMP) **and holds a** Certification in Hotel Industry Analytics (CHIA). Cordo earned his B.S. in Communications from Ohio University and previously led tourism organizations in Maryland and Texas.

"I am incredibly excited to join the team in Greensboro," said Cordo. "Greensboro and Guilford County as a whole are fantastic places to call home, and I look forward to becoming part of a community that's on the rise."

Among Cordo's first initiatives will be a listening tour to engage local stakeholders and community leaders. "My goal is to build on the great work already accomplished," he says. "We'll strengthen Greensboro's brand, deepen collaborations, and drive awareness of what makes Greensboro so unique. This will continue to grow our meetings, sports, and other tourism verticals, which deliver solid job opportunities and pay to residents," says Cordo.

Board Chair Kelly Harrill expressed his enthusiasm. "We are all very excited about Tony joining the Greensboro CVB family. His years of experience in a major market, his forward-looking nature, and polished skill set will serve our hospitality community well for years to come."

Cordo is known for building strong community partnerships and was recently named the Community Partner of the Year by the Hollywood (FL) Chamber of Commerce. "I pride myself in looking for mutually beneficial, pragmatic ways to build up partners," Cordo explained. "The rising tide can lift all ships."

Cordo also shared excitement for Greensboro's arts and entertainment scene. "There are a lot of great attractions in Greensboro, and the growing live-music scene in Greensboro particularly excites me," he said. "I intend to collaborate with stakeholders to establish the vision for Greensboro as a destination. My vision is to see the day that Greensboro is known internationally as America's vibrant, authentic, genuine destination."

**You're Welcome.**



Cordo takes over for Henri Fourrier who retired on June 30 after 28 years at the helm of the Greensboro Area Convention & Visitors Bureau.

For more information about the Greensboro Area Convention & Visitors Bureau, visit [VisitGreensboroNC.com](https://www.visitgreensboronc.com), follow them on [Facebook](#), [Instagram](#), and [LinkedIn](#), and download the [Explore Greensboro](#) app to discover all the exciting things happening in Greensboro!

**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.*

*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.**

2411 W. Gate City Blvd, Greensboro, NC 27403  
Office 336.274.2282 • Main 800.344.2282 • Fax 336.230.1183  
[info@VisitGreensboroNC.com](mailto:info@VisitGreensboroNC.com) • [VisitGreensboroNC.com](https://www.VisitGreensboroNC.com)

