

High-res headshot: https://www.dropbox.com/s/69hv3h949sep1g6/Craighead_Scott.jpg?dl=0



Media Contact:

Brenna Moore/Visit Albuquerque

Office: (505) 222-4349

Moore@VisitABQ.org

Visit Albuquerque Welcomes New Vice President of Sales, Services & Sports

*Scott Craighead comes to Visit ABQ
with nearly two decades of industry experience*

ALBUQUERQUE, N.M. – (Aug. 11, 2022) – [Visit Albuquerque](#) is pleased to welcome Scott Craighead as the organization’s new Vice President of Sales, Services & Sports. Craighead comes to Albuquerque most recently from the International Association of Exhibitions and Events (IAEE) where he served as Vice President of Exhibitions and Events as well as the Vice President for the Center for Exhibition Industry Research (CEIR).

“Scott’s extensive association leadership experience and focus on strategic partnerships make him an ideal fit for our team,” said Visit Albuquerque President & CEO Tania Armenta. “With nearly 20 years of industry experience, Scott will bring new ideas and a fresh perspective on the destination, along with unmatched knowledge of and love for the industry. I could not be more excited to partner with him as we at Visit Albuquerque continue honing our approach to market Albuquerque as one of the Southwest’s premier meeting, event and sports destinations.”

Craighead’s first day at the organization will be Monday, Aug. 22. He will oversee the Sales, Services and Sports Division, which is responsible for generating qualified meeting, convention, sports and group tour leads that are distributed to Albuquerque’s hotels, the Albuquerque Convention Center and area event and sports facilities. In his role, he will guide

the collective destination team to turn those leads into definite business for Albuquerque and ensure the groups have successful and unforgettable meetings and events in the city.

“I am thrilled for the opportunity to serve Visit Albuquerque and its member community,” said Craighead. “I am equally thrilled to be returning to the greater region where I was raised. Throughout my formative years growing up along the state border, I would often visit New Mexico for its natural beauty, culture and rich history. There is no better place I can envision to apply my 20 years of service experience and leadership to the events, tourism and hospitality industry. This is an exciting time to join the Visit Albuquerque team, with abundant short- and long-term opportunities for convention and visitor growth to this unique and dynamic city.”

As part of his 14-year career with IAEE, Craighead was responsible for budgeting, show development and design, technology solutions, personnel, contracts and overall logistics for IAEE’s Annual Meeting & Exhibition Expo! Expo! and other IAEE-produced events. Craighead previously handled logistics and exhibit sales for Global Semiconductor Alliance events and exhibitions held in the United States, Europe and Asia. Craighead began his career managing a wide array of student, university and external events for Associated Students at UCLA. He has extensive experience working with destination marketing organizations such as Visit Albuquerque and has implemented many event- and marketplace-related initiatives.

Craighead received a Bachelor of Arts in marketing from Texas Tech University’s Rawls College of Business and is Certified in Exhibition Management (CEM). Additionally, he received the Planner of the Year award from Smart Meetings in 2020 and the Show Manager of the Year award in 2015 from the Expo Group and Trade Show News Network.

“My family and I are extremely proud to now call Albuquerque home,” said Craighead.

More than 6.2 million people visit the Albuquerque metro area annually, contributing more than \$2 billion to the local economy. As one of the largest employers in the city, tourism supports approximately 44,000 jobs in Bernalillo County alone.

About Visit Albuquerque

Visit Albuquerque is an accredited destination marketing organization (DMO), and a private, not-for-profit organization [501(c)(6)]. The mission of Visit Albuquerque is to stimulate economic growth by marketing Albuquerque as a convention, sports and visitor destination. For more information, go to www.VisitABQ.org.

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