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Visit Annapolis & Anne Arundel County Welcomes Rasheeda Martin as Senior Director of External Relations

ANNAPOLIS, MARYLAND – Visit Annapolis & Anne Arundel County (VAAAC) is excited to announce the appointment of Rasheeda Martin as its new Senior Director of External Relations, effective September 9, 2024. Martin, previously the Director of Sales at Explore York, brings a wealth of experience and expertise to her new role.

Martin has established herself as a leader in the tourism and sales industry. Her contributions have been widely recognized, and she is known for staying ahead of industry trends and best practices.

Kristen Pironis, Executive Director of VAAAC, expressed her enthusiasm about Martin joining the leadership team. “Rasheeda’s strong track record in driving strategic initiatives, building client relationships, and her collaborative leadership style make her an ideal fit for Visit Annapolis & Anne Arundel County,” said Pironis. “Her extensive experience and commitment to connecting with others will be vital as we enhance our region’s tourism offerings and collaborate with stakeholders to promote economic growth.”

In her new position, Martin will oversee VAAAC’s sales, external communications, and partnership teams, working to strengthen relationships with government entities, industry partners, and local communities. She will lead initiatives aligned with VAAAC’s long-term strategic objectives, which include promoting sustainable tourism, fostering inclusivity, and enhancing the region’s economic vitality.

At Explore York, Martin was recognized for her exceptional performance in surpassing sales targets, achieving consistent revenue growth, and elevating sports tourism as a key driver of local tourism. Her strategic insight and customer-centric approach significantly increased visitor spending and enhanced York County’s reputation as a premier sports tourism destination. Additionally, she holds an STS (Sports Tourism Strategist) accreditation from the Sports Events & Tourism Association, highlighting her commitment to excellence in the field.

Outside of her professional achievements, Martin is passionate about mentoring emerging tourism professionals. Her volunteer work with Big Brothers Big Sisters of America and the Rotary Club of York, along with her dedication to leadership, has inspired many in her community. Martin aims to bring this same passion, along with her exceptional communication and leadership skills, to her new role at Visit Annapolis & Anne Arundel County.

“I am excited to join the talented team at Visit Annapolis & Anne Arundel County and contribute to our region's growth as a premier destination,” Martin stated. “I look forward to working collaboratively with our partners and stakeholders to develop innovative, sustainable initiatives that drive tourism, enhance visitor experiences, and create lasting economic impact for the community.”

Rasheeda's expertise in sales and external relations will further solidify Visit Annapolis & Anne Arundel County's efforts to lead in the tourism industry. As she steps into her new role, the organization looks forward to continuing to build impactful collaborations with partners, communities, and stakeholders across the region.

To access a high-resolution image of Rasheeda Martin, please click [\[HERE\]](#).

About Visit Annapolis & Anne Arundel County:

Visit Annapolis & Anne Arundel County (VAAAC) is a nonprofit, partnership-focused Destination Marketing/Management Organization (DMMO). Our mission is to create a welcoming environment and promote tourism for visitors, partners, and the community. VAAAC is guided by four core priorities: cultivating a diverse and inclusive hospitality and tourism community, collaborating with partners across the destination, driving prosperity and sustainability, and enhancing organizational capacity.