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Cape Cod Chamber Appoints Director of Tourism Outreach and Promotion

Cape Cod, MA: The Cape Cod Chamber of Commerce has announced the appointment of longtime Chamber employee Liz DiGirolamo to the position of Director of Tourism Outreach and Promotion.

In her new role, DiGirolamo will support the marketing team in executing the Chamber's tourism marketing programs, implementing strategies to promote travel to Cape Cod, and managing sponsorships of the annual Cape Cod Travel Guide.

"Liz will be instrumental in supporting our ongoing mission of marketing Cape Cod as a thriving, year-round destination," said Kristen Mitchell Hughes, VP of Tourism Marketing. "Her marketing savvy, expertise in helping members develop creative marketing solutions, and strong relationships within the local hospitality industry make her an ideal fit for this new position."

DiGirolamo most recently served as Director of Investor Relations for the Cape Cod Chamber, having joined the organization in 2017. She was responsible for leading the membership team in the acquisition and retention of chamber members, and developing and enhancing relationships with existing investors and partners. Prior to joining the Cape Cod Chamber, she worked and excelled in strategic business development, sales, HR, and marketing for over 15 years.

In addition to her tenure at the Cape Cod Chamber, DiGirolamo serves on the board of directors for Love Live Local, a 501(c) nonprofit organization, along with their marketing and events committees.

The Cape Cod Chamber of Commerce is a membership organization whose mission is to strengthen and promote the regional economic vitality, cultural richness, environmental

sensitivity, and social needs of Cape Cod. The Chamber serves as the region's advocacy for business at the local, state, and federal levels.

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