



# Organization Chart

November 2, 2022

# Administration



**Randy Fiveash**  
**Interim President/Chief Executive Officer**

The President & CEO's role is to oversee all administrative duties related to DistiNctly Fayetteville Board of

Directors and internal Team members. Provides leadership and direction of DistiNctly Fayetteville's strategic planning and the execution of research-based marketing, sales, and public relations. Ensure that the DistiNctly Fayetteville Team's efforts are focused on developing a respected, focused, community-based marketing organization whose sole emphasis is on the growth of the economic health and quality of life of Fayetteville and Cumberland County. This while ensuring the valuable, positive experience of the visitor and visitor industry members alike. Additionally, ensure the organization's focus on building and maintaining community partnerships with businesses, organizations, and governmental entities and leaders.



**Kimberly Griffith Dixon**  
**Director of Finance and Operations**

Responsible for Finances, including payroll and benefits. Develop and manage annual budget, including purchasing, accounts payable, and accounts receivable. Facility management and board meetings also fall under the Director of Finance and Operations



**Jennifer Betshlimon**  
**Director of Administration and Human Resources**

The Director of Administration and Human Resources provides administrative support to the President/CEO, along with Human Resources for the organization; providing a variety of administrative duties and skilled tasks, including preparing reports, overlooking contracts, conducting research, and collecting data.

# Information Technology



**David V. Nash**  
**Director of Information  
Technology and Data  
Management**

The Director of Information Technology and Data Management is responsible for determining all technology processes, software, and hardware needs of DistiNCTly Fayetteville. Maintains the website, microsites, and landing pages for DistinctlyFayettevilleNC.com and maintains the integrity and accuracy of all modules of the Simpleview Database. Creates and provides reports, metrics, and searches on a routine or ad hoc basis. Provides photography services as needed. Maintains office computers and equipment. Is the point of contact with our Network, Research, and Database/Website partners.

# Sales



## **Sally Slater**

### **Director of Convention Sales and Sports Marketing**

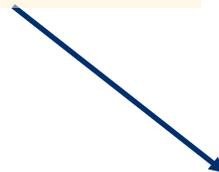
The Director of Convention Sales and Sports Marketing will oversee the Sales and Sports Marketing departments by marketing and promoting Fayetteville and Cumberland County as a destination for meetings, conventions, and sports events with an emphasis on county and city-wide events. The Director of Convention Sales and Sports Marketing will be responsible for all the regional and local associations, corporate, consumer and hobby tradeshows.



## **Vacant**

### **Sports & Religious Sales Manager**

The Sports and Religious Sales Manager's role is to promote the Fayetteville area as a destination for sports tourism. This includes soliciting and confirming sporting events and tournaments on a national, regional, and state level for Fayetteville area hotels, facilities, and other venues. Relationship and partnership developments are keys to creating a welcoming environment for planners about our community and are a significant role of the Sports Sales Manager's position.



## **Isaiah Griffin**

### **Convention Sales Manager**

The Convention Sales Manager's role is to aggressively market and promote Fayetteville as a destination for meetings and conventions. This includes soliciting Social, Military, Education, Religious, and Fraternal (SMERF) groups and Government businesses on a national, regional, and local level. Building relationships and strong partnerships with planners and our partners are essential for generating a positive and welcoming environment that will create repeat business.

# Tourism Marketing



**Angie Brady**

**Director of Tourism Marketing**

The Director of Tourism Marketing's role is to manage the partner agency's contracts and operate as the point of contact for said agencies. Serve as the resident grant writer to search out support for projects and other programs the bureau would like to complete. Additionally, be the liaison between the Tourism Development Authority (TDA) grantees and the requirements for those dollars. There is a focus on product development and working with our county-wide attractions. Serving as lead on the bureau's annual Heroes Homecoming county-wide initiative.



**Jennifer Radonich**

**Tourism Marketing Manager**

The Tourism Marketing Manager works to educate local business owners and citizens about our role in the community and how Distinctly Fayetteville can be of support and service. Working on creating and implementing the Client Concierge Program. Assisting in evolving and executing the Heroes Homecoming initiative. Provide organic content for social media and assist with engagement, as well as produce blogs for the website and for the use of promotion on social media.



**Teletha Rodriguez**

**Visitor Center Manager**

Manages the Visitor Centers, including visitor services. Respond to visitor requests for information, sell souvenir items and provide outstanding service to enhance the overall visitor experience; track visitors. Manage Asset Inventory & Gift Shop merchandise, procurement, and support for the entire team.

**Vacant**

**Communications Manager**

Works with the Director of Tourism Marketing to create a media strategy to position the Fayetteville area as a destination for meetings, tournaments, and leisure travelers. Working collaboratively with Public Relations partners to secure and track placements in targeted travel media areas. Works to attract travel writers, bloggers, and influencers to visit and share their experiences. Works with our media partner to create social media calendar and works to maintain the website to ensure it is updated with content and imagery. Acts as the Public Information Officer and manages crisis communications and local media relations with government entities, fellow tourism partners, and local businesses.



# Visitor Center



## **Cardell Hunt** **Visitor Information Counselor**

Provide visitor services and information on events, restaurants, attractions, lodging, and things to do. Respond to visitor requests for information, sell souvenir items and provide outstanding service to enhance the overall visitor experience; track visitors. Research and update restaurant information in the database.



## **Haley Provenchio** **Visitor Information Counselor**

Provide visitor services and information on events, restaurants, attractions, lodging, and things to do. Respond to visitor requests for information, sell souvenir items and provide outstanding service to enhance the overall visitor experience; track visitors. Research and update restaurant information in the database.

## **Vacant** **Visitor Information Counselor**



Provide visitor services and information on events, restaurants, attractions, lodging, and things to do. Respond to visitor requests for information, sell souvenir items and provide outstanding service to enhance the overall visitor experience; track visitors. Manage events calendar, seek out event information for calendar, enter in the database, and submit events to outside calendars. Distributes destination guides to AAA, Welcome Centers, and local businesses. Copies and prepares board materials.