

Melissa Cherry - Chief Operating Officer - Destinations International



Melissa Cherry serves as the Chief Operating Officer at Destinations International and is responsible for the development and execution of the overall strategic direction of marketing and communications, product engagement, information technology and meetings and education to promote the Association's mission, elevate the brand, and drive awareness of its impact to advance the success of the destination marketing industry worldwide.

Prior to joining Destinations International, Cherry was senior vice-president for marketing and cultural tourism at Choose Chicago. During her four-year tenure at the city's official destination marketing organization, she led Choose Chicago's domestic and international marketing strategies, including all efforts for brand strategy, integrated marketing, research, advertising, official publications and collateral, website, social media and event marketing. Cherry's 20 plus years of experience in the industry includes prior positions at the Chicago History Museum and the Los Angeles Tourism & Convention Board (then known as the Los Angeles Convention & Visitors Bureau).