



Explore Gwinnett Announces Three Team Promotions

Destination Anticipates Remarkable Growth in 2024 with Key Team Members Assuming New Leadership Roles

Gwinnett County, Ga. (January 22, 2024) – [Explore Gwinnett](#) is pleased to announce new promotions for three of its valued team members. Effective immediately, this includes the promotion of Clara Rooks to Senior Marketing Communications Manager, Sondra Thomas-Moore to Senior Operations Manager and Anne Chen to Director of Convention Sales.

"We are proud to recognize the exceptional contributions and unwavering dedication of Clara, Sondra, and Anne to the continuous growth of Gwinnett County," said Lisa Anders, executive director of Explore Gwinnett. "We are confident that these promotions will propel our team to new heights as they bring valuable insight in their areas of expertise to their well-deserved leadership roles, and we can't wait to see what's in store for 2024!"



Clara Rooks, Senior Marketing Communications Manager:

Clara Rooks initially joined Explore Gwinnett in 2019 as marketing communication coordinator after earning her bachelor's degree in mass communications and media studies from Georgia College and State University. In 2021, she earned a promotion to marketing communications manager, where she demonstrated proficiency in enhancing community engagement through content management and innovative marketing initiatives. In her senior role, Clara will oversee the development and execution of comprehensive marketing campaigns and impactful communication strategies to ensure consistent and effective messaging that will resonate with diverse

audiences and enhance the destination and its many attributes.

Sondra Thomas-Moore, Senior Operations Manager:

Sondra Thomas-Moore, an experienced finance professional, has been promoted to senior operations manager at Explore Gwinnett. Since joining the team in 2001, she has consistently demonstrated her ability to enhance overall efficiency and productivity. In her new role, Sondra will leverage her expertise to drive innovation and optimize day-to-day operations by implementing best practices and streamlining workflows, ensuring seamless operational processes and sustained financial success at Explore Gwinnett.





Anne Chen, Director of Convention Sales:

Anne Chen, a seasoned sales leader with over two decades of experience in the hospitality and tourism industry, has been promoted to director of convention sales at Explore Gwinnett. Anne initially joined the Explore Gwinnett team as international, association and corporate sales manager in 2015 and was subsequently promoted to senior sales manager in 2020. In her new role, Anne will oversee the sales efforts to attract and secure meeting planners for conferences, conventions, trade shows, and other large-scale gatherings in Gwinnett County. Her innovative and proactive approach will be instrumental in increasing destination awareness, boosting area hotel room nights and

fostering the county's economic growth.

For more information on Explore Gwinnett, visit [ExploreGwinnett.org](https://www.exploreGwinnett.org). Stay up-to-date on the latest news by following [@ExploreGwinnett](https://www.instagram.com/ExploreGwinnett) on Instagram or [ExploreGwinnett](https://www.facebook.com/ExploreGwinnett) on Facebook.

About Explore Gwinnett:

Explore Gwinnett serves as the official tourism organization of Gwinnett County, which consists of 16 cities north of Downtown Atlanta. Gwinnett County offers award-winning dining ranging from authentic Asian fare to southern delights, an abundance of shopping, arts programming, outdoor activities and more. Locals and tourists alike can explore various culinary offerings with special year-round events including Sipin' in the Suburbs Beer Tours and Seoul of the South Food Tours. Gwinnett County is a flourishing community for artists and also serves as a thriving production hub for popular films and television series.

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