

PRESS RELEASE

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****FOR IMMEDIATE RELEASE****

VISIT HARFORD WELCOMES NEW EXECUTIVE DIRECTOR, AUSTIN SCHNEIDER

BELCAMP, MD – May 15, 2024: Visit Harford, Harford County’s Destination Marketing Organization (DMO), is delighted to announce the appointment of Austin Schneider as its new Executive Director. With an illustrious career spanning strategic leadership roles in various industries, Schneider brings a wealth of experience and expertise to her new position.

Schneider holds a Bachelor of Science in Business Administration with an emphasis in Marketing and Management from Belmont University. Prior to her appointment at Visit Harford, she served as the Director of Chapter Relations at the Home Care Association of America, demonstrating her proficiency in managing multi-level stakeholders and coordinating complex advocacy efforts. In that role, Schneider oversaw the coordination of activities among 20 chapters nationwide, ensuring seamless communication, advocacy, and educational initiatives within the homecare industry. Her leadership was instrumental in the successful execution of numerous events, including virtual meetings, state conferences, and advocacy days, highlighting her ability to drive strategic outcomes.

Previously, Schneider served as the Director of Education at the Tennessee Hospitality & Tourism Association, where she spearheaded initiatives to enhance educational opportunities and workforce development within the hospitality industry. Her dedication to fostering talent and promoting industry growth was evident in her coordination of programs such as ProStart and Hospitality & Tourism Management, which impacted high schools across the state.

Schneider's extensive experience also includes roles as a Consultant for the American Heart Association and as an Event Coordinator at the Music City Center in Nashville, where she showcased her proficiency in marketing, communications, and event management.

"We are thrilled to welcome Austin Schneider as our new Executive Director," said Jay Ellenby, Board President at Visit Harford. "Her proven track record of strategic leadership and her passion for promoting destinations make her the ideal candidate to lead Visit Harford into its next phase of growth and development. With her diverse skill set and commitment to excellence, we are confident that she will make a significant impact on our organization and the communities we serve."

As Executive Director, Schneider will be responsible for leading Visit Harford's efforts in collaboration with the Harford County Chamber of Commerce and Harford County Government’s Office of Economic Development to promote Harford County as a premier destination for travelers, businesses, and residents alike. Her visionary leadership and strategic acumen are poised to drive Visit Harford's mission of showcasing the unique culture, attractions, and experiences that Harford County has to offer.

"Being raised in Harford County, I am honored to join the Visit Harford team and to have the opportunity to contribute to the continued success of Harford County as a destination," said Schneider. "I am excited to collaborate with our partners and stakeholders to elevate our marketing efforts, attract visitors, and foster economic growth in the region. Together, we will showcase the unparalleled beauty and hospitality of Harford County to the world."

Schneider's appointment marks an exciting new chapter for Visit Harford as the organization looks forward to achieving even greater success under her leadership.

About Visit Harford:

Visit Harford is Harford County, Maryland's official destination marketing organization. Visit Harford is a registered 501(c)(6) non-profit organization dedicated to the promotion of Harford County and its tourism attractions to visitors to stimulate economic activity for the enhanced quality of life of all Harford County citizens.

Tourism supported over 6,583 jobs and generated \$479 million in revenue in Harford County in 2022. SOURCE: Tourism Economics

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