



**FOR IMMEDIATE RELEASE**  
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**LYNN WHITEHEAD JOINS HVCB'S MEET HAWAII TEAM AS  
SENIOR DIRECTOR, CITYWIDE SALES**

**HONOLULU** – The Hawai'i Visitors and Convention Bureau (HVCB) welcomes strategic sales leader Lynn Whitehead as Meet Hawai'i's Senior Director, Citywide Sales. In the role, Whitehead will be responsible for covering the eastern U.S. region, promoting Hawai'i as a preferred destination for citywide conventions and generating citywide leads and bookings for the Hawai'i Convention Center and MCI hotels.

Whitehead is a hospitality sales veteran with more than three decades of experience. She most recently served as National Sales Director, Eastern Region focused on citywide conventions for the San Diego Tourism Authority (SDTA). There she managed sales of 13,000-plus hotel rooms and 2.6 million square-feet of space for association clients in Washington, D.C., Maryland and Virginia. Prior to SDTA, she served as Director of National Accounts for the San Diego Convention Center Corporation.

Throughout her career, Whitehead has shown consistent achievements in revenue production, new business development and producing profitable results for internal and external stakeholders.

"Lynn is a proven sales professional with extensive experience identifying and securing leads resulting in highly successful repeat conventions and we are confident that she will deliver those same results here in Hawai'i," said John Monahan, HVCB's President and CEO. "We're thrilled to have Lynn on board as her wealth of sales and convention-generating expertise will be invaluable in further establishing Hawai'i as a premier convention destination."

Whitehead will work remotely from Baltimore, Maryland, as part of HVCB's Meet Hawai'i sales strategy to prospect and book eastern and southeastern citywide association business for the Hawai'i Convention Center.

"With its natural scenic beauty, unique history and culture, combined with modern technology and accommodations, Hawai'i is a dream convention destination," said Whitehead. "I am so excited to join the HVCB's Meet Hawai'i team and am honored to showcase all the benefits of bringing conventions to this island paradise."



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Hawai'i Tourism Authority President and CEO John De Fries added, "Citywide group business is important for Hawai'i's economic well-being, benefitting our community and diverse range of industry partners. We are pleased to welcome Lynn to the Meet Hawai'i team as we collectively work toward meaningful recovery for the state."

Whitehead is a member of the Professional Convention Management Association and serves on its community and marketing committee. She is also a member of CVB Reps in Washington, D.C., and the Association of Meeting Professionals. Whitehead is the recipient of several industry awards and accolades, including recently being named by the Professional Convention Management Association as its Capital Chapter "Star of the Quarter" for the first quarter of 2021.

Whitehead holds a Bachelor of Arts degree in communications from Randolph-Macon Woman's College in Lynchburg, Virginia.

HVCB is contracted by the Hawai'i Tourism Authority (HTA), the state of Hawai'i's tourism agency, to provide marketing management services for the meetings, conventions and incentives, and leisure market segment. For information about hosting meetings, conventions and incentives, visit [MeetHawaii.com](http://MeetHawaii.com) or call 1-888-424-2924. For information about leisure travel, visit [GoHawaii.com](http://GoHawaii.com).

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**Photo Caption:** Lynn Whitehead

**Photo Credit:** Hawai'i Visitors & Convention Bureau

**Special note to media:** The Hawai'i Visitors and Convention Bureau (HVCB) recognizes the use of the *'okina* ['] or glottal stop, one of the eight consonants of the (modern) Hawaiian language; and the *kahakō* [ā] or macron (e.g., in place names of Hawai'i such as Lāna'i). However, HVCB respects the individual use of these markings for names of organizations and businesses.

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