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FOR IMMEDIATE RELEASE

Johnston County Visitors Bureau Announces New President & CEO Following National Search

Smithfield, NC (July 22nd, 2025) – The [Johnston County Visitors Bureau](#) (JCVB) is pleased to announce the appointment of Aaron Mullins as the organization's new President & CEO, effective August 1, 2025. Mullins will succeed long-time tourism leader Donna Bailey-Taylor, who retired after nearly three decades of service to Johnston County's tourism and hospitality industry.

Following a nationwide executive search, Mullins was selected by the Bureau's Board of Directors for his broad range of industry-related experience, his vision for rural destination development, and proven success in place marketing. To the CEO role, Mullins brings a strong background in tourism strategy, community engagement, brand development, and communications.

"This is a pivotal moment for Johnston County tourism. After an extensive national search, our board is proud to welcome Aaron Mullins as the next President & CEO. Donna Bailey-Taylor's remarkable legacy set a high bar, and we believe Aaron has the leadership, creativity, and collaborative spirit to build on that success. His appointment reflects our board's commitment to continued growth, innovation, and shared prosperity for the communities we serve," said Ben Cook, Chairman of the JCVB Board of Directors.

As President & CEO, Mullins will oversee all aspects of the Bureau's work, including marketing, design, sales, and partnership development. He steps into the role amidst a time of growth for Johnston County; investments in accommodations, attractions, recreation assets, and downtown revitalization continue to [boost tourism's impact](#) on Johnston County's economy.

Mullins shared his enthusiasm for joining the team, "I'm honored to serve as the next President & CEO of the Johnston County Tourism Bureau and incredibly excited for the opportunity to lead this vital organization into its next chapter. Johnston County has a rich story to tell—from

its welcoming communities to its growing tourism assets—and I look forward to working closely with local leaders, elected officials, hoteliers, and partners across the county to strengthen our destination and drive meaningful economic impact. Together, we'll continue to develop and elevate Johnston County as a place people want to visit, experience, and return to.”

Mullins has family ties to the Raleigh area and spent time early in his career working in the state. Although he and his wife currently reside in Arkansas, he is excited to get back to NC and settle in JoCo. Interviews are available upon request and based on availability after August 1st. Please contact Ashby Brame, VP of Marketing & Communications, at abrame@johnstoncountync.org to schedule.

The Johnston County Visitors Bureau is the official destination marketing organization for the entire county. The Bureau promotes local tourism through marketing, events, and partnerships, encouraging visitors to explore the county's towns, attractions, culinary scene, and outdoor spaces. The Bureau's efforts are funded by a 3% occupancy tax paid by visitors staying in local accommodations. Call 919-989-8687, or visit www.johnstoncountync.org.

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Photo Captions: (1) Aaron Mullins' headshot. (2) Exterior of the Johnston County Visitors Bureau Office with Mullins posed in front.