



NYC & COMPANY ANNOUNCES KEY MARKETING APPOINTMENTS

New York City (August 9, 2018) – NYC & Company, New York City’s official destination marketing organization, is pleased to announce two key marketing appointments. Today, **Nancy Mammana** begins her role as **Senior Vice President, Marketing**, where she will oversee all of the organization’s marketing areas including global marketing strategy, branding, promotions, advertising, creative services and e-commerce. Additionally, **Janette Roush** began her role as **Managing Director, Marketing** on July 23 overseeing tourism marketing, meetings and convention marketing, and vibrancy campaign promotion strategy. Mammana reports directly to NYC & Company President and CEO Fred Dixon while Roush reports to Mammana.

CONTACTS

Chris Heywood
NYC & Company
212-484-5458

cheywood@nycgo.com

DATE

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FOR IMMEDIATE RELEASE

“It is a pleasure to welcome Nancy Mammana and Janette Roush to the NYC & Company family, two highly-respected marketing professionals who bring significant marketing experience to the organization,” said Fred Dixon, president and CEO of NYC & Company. “We look forward to capitalizing on Nancy and Janette’s talents to continue to position New York City as one of the world’s most aspirational travel and meeting destinations, and at the same time, create urgency to visit now,” said Dixon.

Mammana most recently served as Vice President, Marketing for Patina Restaurant Group, where she oversaw marketing at more than 35 company-owned and operated restaurants nationally, including dining establishments within famed New York City institutions such as the Met Opera, Rockefeller Center, Lincoln Center, Macy’s Herald Square and Brooklyn Botanic Garden, to name a few. Beyond NYC, she oversaw marketing for the company’s growing presence in Orlando, most notably the opening of its Morimoto Asia restaurant in Disney Springs.

Mammana has had a successful career in marketing and partnerships with a heavy focus on travel and tourism, culinary and arts promotion with organizations such as Alvin Ailey and Cunard Line in addition to global partnership work for the National Basketball Association (NBA). She also has extensive agency experience, having worked with The Marketing Arm for 10 years as Vice President, Account Services, representing major brands such as Pepsi, Monster, Victoria’s Secret, American Express and Staples.

“As a lifelong New Yorker and former member, I am especially thrilled to join the incredible team at NYC & Company. This role is the culmination of my experience in its travel and tourism, hospitality, performing arts and sports verticals, and I’m extremely excited to help take further marketing planning, strategies and activations to the next level for both members and NYC visitors (and potential visitors!) around the world,” said Mammana.



Roush, meanwhile, has spent more than two decades working in marketing at industry-leading organizations such as [Broadway.com](#), Type A Marketing and most recently, AKA, a global leader in entertainment advertising and strategy. During her eight years at AKA, Roush served as Vice President, Insights and Marketing where she led strategy for leading Broadway shows and launched a market research arm for the agency. Additionally, Roush worked with other clients including the New York Wheel, Empire Outlets and New York City's YMCA.

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"It is an honor to join NYC & Company and I'm eager to dive into my new role overseeing efforts in regional and global city-to-city partnership deliverables, meetings and convention marketing, and evolving the strategy for our celebrated programs NYC Restaurant Week, NYC Broadway Week, NYC Off Broadway Week and NYC Must See Week," said Janette Roush, Managing Director, Marketing NYC & Company.

Last year, New York City welcomed a record 62.8 million travelers, comprising 49.7 million domestic and 13.1 million international visitors. The City is on track to welcome 65.1 million visitors in 2018.

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About NYC & Company:

NYC & Company is the official marketing, tourism and partnership organization for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For more information, visit [nycgo.com](#).