

## NYC & COMPANY ANNOUNCES APPOINTMENTS TO CONVENTION DEVELOPMENT TEAM

**New York City (May 23, 2022)** — NYC & Company, the official destination marketing organization and convention and visitors bureau for New York City's five boroughs, today announced four recent appointments to its Convention Development team. Newly-appointed team members include **Martha Palacios**, Senior Director, International MICE for Canada, Latin America & Europe and **Rostana Wardak**, Regional Director for the U.S. West Coast market. **Watson Li**, Regional Director, International MICE for Asia Pacific, Africa & Middle East, and **Elizabeth Boylan**, Sales Manager, have also recently re-joined the organization.

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"We are proud to draw on the talents of these esteemed leaders at NYC & Company. As New York City continues in its tourism recovery, we are better positioned than ever to host live and in-person meetings, conventions and events in the five boroughs. Our team stands ready to assist meeting professionals from around the globe, and we look forward to showing planners and all their clients that It's Time to Make it NYC," said **Jerry Cito**, NYC & Company's Executive Vice President, Convention Development.

Recent appointments include:

- **Martha Palacios**  
**Senior Director, International MICE, Canada, LATAM & Europe**  
Last November, Martha Palacios joined NYC & Company as Senior Director, International MICE, overseeing the Canadian, Latin American and European markets. Palacios has been a hospitality industry sales leader in the New York City area for more than 20 years and looks forward to working with buyers from these key international markets to bring their next meeting or program to the City's five boroughs.
- **Rostana Wardak**  
**Regional Director, West**  
Rostana Wardak was named Regional Director, West in January. A first-generation Afghan-American hailing from San Diego, California, Wardak is responsible for driving business meetings and events to New York City from the U.S. West Coast market. Prior to joining NYC & Company, she worked in the hotel industry for more than 10 years, most recently at the Sheraton New York Times Square.
- **Watson Li**  
**Regional Director, International MICE, APAC, Africa & Middle East**  
This month, Watson Li was appointed Regional Director, International MICE, overseeing the Asia Pacific, Africa and Middle East regions. A hospitality and tourism industry leader with more than 15 years' experience, Li has formerly held sales roles with Starwood Hotels &



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Resorts, in both the New York Metro area and in Guangzhou, China. He previously worked for NYC & Company from 2017-2020.

- **Elizabeth Boylan**  
**Sales Manager**

Elizabeth Boylan recently re-joined NYC & Company as Sales Manager, handling small meetings in the Midwest, Mid-Atlantic and New York markets. A lifelong resident of New York State, Boylan started her career with NYC & Company in 2013 and has previously worked on the organization's Membership and Convention Development teams. She returned in February after 2.5 years at the Long Island CVB.

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Last September, NYC & Company unveiled [It's Time to Make It NYC](#), the organization's largest marketing and sales effort for the meetings and conventions industry.

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To connect with a member of NYC & Company's Convention Development team and to learn more about planning meetings, conferences and events in New York City, visit [NYCGO.com/makeitnyc](https://nycgo.com/makeitnyc).

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**About NYC & Company:**

NYC & Company is the official destination marketing organization and convention and visitors bureau 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 all there is to do and see in New York City, visit [nycgo.com](https://nycgo.com).

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