



NYC & COMPANY NAMES TIFFANY TOWNSEND EXECUTIVE VICE PRESIDENT, GLOBAL COMMUNICATIONS

New York City (September 7, 2022) – NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, today announced that Tiffany Townsend has been appointed Executive Vice President, Global Communications. Townsend rejoins NYC & Company after a decade working across leading private and public sector organizations; she will oversee the domestic and international communications teams as well as corporate communications and crisis communications in her new role. She joins the organization’s Executive Leadership Team and will report to Fred Dixon, President and CEO of NYC & Company.

CONTACTS

Britt Hijkoop
NYC & Company
212-484-1270
bhijkoop@nycgo.com

DATE

September 7, 2022

FOR IMMEDIATE RELEASE

“I am delighted to welcome Tiffany back to NYC & Company as Executive Vice President, Global Communications,” said **Fred Dixon**. “Tiffany is an incredibly thoughtful, talented and trusted leader whose professional experience in New York City and beyond brings fresh perspective to our work. Her contributions will play a significant and integral role in NYC’s continued tourism comeback.”

“It is an honor to return to NYC & Company,” said **Tiffany Townsend**. “From the most iconic hotels and attractions to our local communities and small businesses across all five boroughs, there is so much that makes New York City special, and I greatly look forward to promoting the best destination in the world once again.”

Townsend comes to NYC & Company from the Biden-Harris administration, where she served as a Senior Advisor with the U.S. Small Business Administration in the Office of Government Contracting & Business Development. She has formerly held positions at the Brooklyn Navy Yard, the New York City Council, the New York Wheel, the Port Authority of New York & New Jersey and the U.S. Mission to the United Nations, as well as with PR agencies Wander and Vine Communications. She previously worked for NYC & Company from 2007–2012, most recently as Vice President, Communications & Government Affairs.

In her role, she will oversee the Global Communications team, including Britt Hijkoop and Alyssa Schmid, who were recently promoted to Vice President, Communications – International and Vice President Communications – Domestic, respectively; Shenell Renwick, Assistant Manager, Communications – Domestic; and Cristina Rodriguez, Manager, Communications – International; as well as US Hispanic PR Consultant & Spokesperson Adriana Aristizábal. She will also lead an international network of PR representatives in 16 offices serving nearly 30 regions globally, plus PR agency support for the domestic market.



Townsend holds an MS degree in Strategic Communications from Columbia University and a BA in International Affairs from The George Washington University.

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.

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