



NYC & COMPANY ANNOUNCES STAFF PROMOTIONS AND NEW ADDITIONS TO EXECUTIVE LEADERSHIP TEAM

New York City (March 6, 2019) – NYC & Company President and CEO Fred Dixon today announced several promotions and additions to its Executive Leadership Team. **Nancy Mammana**, who joined the organization last year has been promoted to **Chief Marketing Officer**. In her capacity, she will continue to lead NYC & Company’s global marketing strategies, as well the company’s efforts in sports, business development, licensed merchandise and events. **Jerry Cito**, who joined NYC & Company in 2001, has been promoted to **Executive Vice President, Convention Development**. Cito continues to lead the organization’s global convention and MICE development. **Christopher Heywood**, who began at NYC & Company in 2007, has been promoted to **Executive Vice President, Global Communications**. In his role, he continues to lead the organization’s international and domestic PR and communications, corporate communications and crisis communications. **Donna Keren**, Ph.D., who has worked with NYC & Company since 2002, has been promoted to **Executive Vice President, Research & Insights**. In her role, she will continue to head the organization’s research unit, providing market intelligence, analysis, economic reports and industry statistics. Mammana, Cito, Heywood and Keren will join Dixon; Chief Financial Officer **Richard Lovatt** (promoted in early 2018); and Executive Vice President, Membership and Destination Services **Kelly Curtin** on NYC & Company’s executive leadership team.

Dixon also today announced other promotions within NYC & Company: **Natalie Koepff** has been promoted to **General Counsel and Senior Vice President, Legal & Business Affairs** and **Robert Beckham** has been promoted to **Senior Vice President, Membership**. Koepff joined the organization in 2008 and was previously Deputy General Counsel. Beckham re-joined the organization in 2014 after previously working for NYC & Company and most recently held the position of Vice President, Membership Development and Services.

On staff, **Kevin Konrad** has been promoted to **Vice President, Operations**; and **Suzana Jovanovic** has been promoted to **Senior Director, Human Resources**.

“I’m incredibly proud to announce these promotions including the four additions to our executive leadership team, which will greatly strengthen NYC & Company moving forward,” said NYC & Company President and CEO Fred Dixon. “As we continue to tell our story globally and expand travel and

CONTACTS

Alyssa Schmid/
Rachel Peace
NYC & Company
212-484-1270

aschmid@nycgo.com/
rpeace@nycgo.com

DATE
March 6, 2019

FOR IMMEDIATE RELEASE

tourism opportunities throughout New York City, the caliber of talent on our staff will be tremendously beneficial.”

More background on the new appointments to the executive leadership team:

CONTACTS

Alyssa Schmid/
Rachel Peace
NYC & Company
212-484-1270

aschmid@nycgo.com/
rpeace@nycgo.com

DATE
March 6, 2019

FOR IMMEDIATE RELEASE

- **Nancy Mammana**, who recently served as Senior Vice President, Marketing at NYC & Company, will lead the Company’s marketing division, including global marketing strategy, digital, branding, promotions, advertising, creative services and e-commerce. She will also continue to lead the company’s sports, licensed merchandise, business development and events teams. Prior to joining NYC & Company last summer, Mammana 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 performing arts promotion with organizations such as Alvin Ailey American Dance Theatre 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, Westin Hotels, American Express and Staples.
- **Jerry Cito** most recently served as Senior Vice President, Convention Development at NYC & Company, where has worked since 2001. In his role, he oversees NYC & Company’s network of global sales representatives, including the NYC-based staff, as well as regional offices in Washington, DC, and Los Angeles, plus dedicated global MICE representatives in the UK and China. Cito serves as a trustee on PCMA’s Foundation Board and is a founding member and current Executive Committee member of the U.S. Travel Association’s Meetings Mean Business Coalition. He also sits on both Destination International’s Sales & Marketing Committee and the MPI US Council.
- **Christopher Heywood** who joined NYC & Company in 2007 most recently served as Senior Vice President, Global Communications. In his role, he oversees international and domestic PR and

communications, corporate communications and crisis communications. Working across five continents, Heywood also leads a global network of PR representatives in 17 international offices serving 28 global regions. Prior to NYC & Company, Heywood worked for the Los Angeles Tourism & Convention Board from 1998 to 2006. Heywood also currently serves as the Chair of the U.S. Travel Communications Committee.

- **Donna Keren**, Ph.D., who joined NYC & Company in 2002, most recently served as Senior Vice President, Research. In her role, she directs one of the travel industry's most comprehensive and forward-looking research programs providing market intelligence, economic reports and industry statistics on the city's travel and tourism industry. A former professor of Anthropology, prior to joining NYC & Company she was Vice President, Social Trends & New Markets for Strategic Surveys International, a custom research consultancy. She is a member of the WTTC Advisory Board, the International Council of Museums, and was recently appointed to the World Gastronomy Institute as an advisor.

CONTACTS

Alyssa Schmid/
Rachel Peace
NYC & Company
212-484-1270

aschmid@nycgo.com/
rpeace@nycgo.com

DATE
March 6, 2019

FOR IMMEDIATE RELEASE

About NYC & Company:

NYC & Company is the official destination marketing organization and convention & 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.