



NYC & COMPANY ANNOUNCES PROMOTION OF SHADAWN SMITH TO VICE PRESIDENT, EXTERNAL AFFAIRS & COMMUNITY ENGAGEMENT

New York City (November 21, 2019) – NYC & Company, New York City’s official destination marketing organization, is pleased to announce that **Shadawn Smith** has been promoted to **Vice President, External Affairs & Community Engagement**, where she will lead government and community relations. Smith reports directly to NYC & Company President and CEO Fred Dixon.

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DATE

November 21, 2019

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“It is an immense pleasure to work with Shadawn, she is not only a highly-respected professional who brings a depth of experience to the organization but a strategic thinker and incredibly committed,” said Fred Dixon, NYC & Company President and CEO. “Shadawn’s dedication to community in and out of the workplace is also inspiring and contributes greatly to her natural leadership abilities. I look forward to seeing her continued growth and thank her for her contributions.”

Smith most recently held the position of Director, External Affairs & Public Engagement at NYC & Company, where she was instrumental in building and maintaining relationships with elected officials, agency heads, and community leaders for the organization. Smith began working at NYC & Company in August 2018.

Originally introduced to NYC politics and community organizing while working at Columbia University, Smith has had a successful and unique career path. She spent nine years working for the City of New York, first as a city planner and then as a finance analyst for City Council. Smith then brought her expertise to The Metropolitan Museum of Art for nearly six years, where she was significant in advocating for and securing capital funding. Smith was also selected to join a task force aimed at making the museum a more diverse and inclusive place for its staff and visitors.

In her personal time, Smith enjoys a variety of community service projects and is an advocate for voter rights, civil rights and women’s rights.

“As a dedicated public servant in both my professional and personal life, I look forward to bringing my passion for community into this new role, and continuing to build strong relationships that are beneficial to NYC & Company’s mission and the City of New York,” said Shadawn Smith, Vice President, External Affairs & Community Engagement at NYC & Company.

In 2014, Smith was honored by *City and State* as one of “40 Under 40 Rising Stars: NYC’s Next Generation of Political Leaders.” In addition, she was nominated in 2016 and 2017 for the Professional Women in Advocacy’s



Excellence in Advocacy awards. Most recently, Smith was appointed Co-Chair of the Board of New Yorkers for Culture & Arts, an arts advocacy organization.

In 2018, NYC welcomed a record 65 million visitors, comprising 51.5 million domestic and 13.6 million international visitors. The City is on track to welcome nearly 67 million visitors this year.

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 more information, visit nycgo.com.

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