

July 1, 2025

FOR IMMEDIATE RELEASE

**Visit Phoenix Announces New Chair of the Board of Directors**

*Neil Giuliano to lead board following years of service and leadership*



Neil Giuliano, Chair of the Visit Phoenix Board of Directors and President/CEO of Greater Phoenix Leadership (GPL)

PHOENIX, AZ –

Today, Visit Phoenix announced the appointment of Neil Giuliano as Chair of the Board of Directors, succeeding Bruce Lange, who has held the position since 2021. As Chair, Giuliano will lead the board in advancing Visit Phoenix's mission to position Greater Phoenix as a premier destination for tourism, meetings, conventions, sports, and events.

"We're honored to welcome Neil into this role and are confident in the insight and leadership he will bring to the Board of Directors," said Ron Price, President and CEO of Visit Phoenix. "As we continue to build momentum in travel and hospitality, Neil's vision and dedication will be crucial in shaping the future of Greater Phoenix as a global destination."

Giuliano brings a wealth of executive leadership and public service experience to the board. He has served on the Visit Phoenix Board of Directors since 2018, including time as Treasurer and as a member of the executive committee. He is currently the President and CEO of Greater Phoenix Leadership, where he has spearheaded collaboration among business, government, and nonprofit leaders since 2015. His previous leadership includes serving as the CEO of the San Francisco AIDS Foundation and GLAAD, where he advanced health equity and LGBTQ+ visibility on national platforms.





From 1994 to 2004, Giuliano served as Mayor of Tempe, becoming the youngest person elected to the role. Under his leadership, Tempe received the prestigious All-America City Award. He is also a published author and dedicated community advocate, having earned numerous accolades for his work in public policy, civic engagement, and business leadership.

"I look forward to taking on this opportunity and contributing to advancing Greater Phoenix's visibility and impact," said Neil Giuliano, President and CEO of Greater Phoenix Leadership. "Visit Phoenix plays an instrumental role in driving economic growth, supporting our local businesses, and showcasing the vibrancy of the Sonoran Desert to the world. I'm excited to work alongside the Board of Directors, staff, and community partners to continue elevating our dynamic and inclusive city as a world-class destination."

The Visit Phoenix Board of Directors is composed of community leaders from a wide range of industries who provide strategic oversight, governance, and advocacy in support of the organization's goals.

### **About Visit Phoenix**

Visit Phoenix is a private, not-for-profit organization dedicated to helping the traveling public discover and experience America's sunniest metropolis. We market Greater Phoenix to national and international audiences, with a team of 50+ experts delivering essential information on accommodations, transportation, and attractions to meeting planners, travel professionals, and key media contacts such as editors, journalists, and content creators. Our sales team serves as the primary booking agent for the Phoenix Convention Center in downtown Phoenix and facilitates meeting requests for hotels and resorts across the metropolitan area (including the cities of Scottsdale, Mesa, Glendale, Tempe, and Sedona). Visit Phoenix works closely with local governments and the hospitality community to promote the visitor industry in Phoenix, which is the fifth-largest city in the United States and one of the premier meeting, convention, and tradeshow destinations in North America. More than 22 million people visit the Phoenix area annually, contributing \$13+ billion in direct spending to the regional economy.

### **Media Contacts**

#### **Sarah Doyle**

Director of Communications

[sdoyle@visitphoenix.com](mailto:sdoyle@visitphoenix.com)

#### **Gracie Noel**

Corporate Communications Manager

[gnoel@visitphoenix.com](mailto:gnoel@visitphoenix.com)

400 E. Van Buren St., Ste 600  
Phoenix, AZ 85004-2290  
602-254-6500  
[visitphoenix.com](http://visitphoenix.com)

