



Chris Barrett
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Christopher Barrett Bio

Since taking the helm in 2017, Chris Barrett has overseen a steady growth in the Poconos region within the tourism sector, navigated a pandemic and economic downturn, championed causes such as diversity, equity and inclusion (DEI) and supported nonprofits, charities, the local workforce and economic development. During the COVID-19 pandemic, Barrett guided the rollout of the award-winning Pocono Promise across the four-county region to help visitors, employees and residents mitigate the spread of coronavirus.

Barrett founded the Pocono Television Network (PTN), which is now available in more than five million homes and businesses on cable, broadcast and streaming devices. Barrett continues to oversee the expansion of the PTN content network to new platforms as well as serving as one of the PTN hosts.

Since 2018, he has spearheaded the Pick Up the Poconos campaign, promoting anti-litter messaging while enlisting thousands of volunteers and contractors to rid the area's roadways and public spaces of roughly 20,000 bags of trash to date. Barrett serves on the board of Keep PA Beautiful, NEPA Alliance, is a past chair of the Pocono Chamber of Commerce and is the board chair of the Pocono Mountains United Way. He also teaches undergraduate level courses at the East Stroudsburg University College of Business and Management.

Before joining the PMVB, Barrett was Executive Vice President/COO/CFO for Target Media and Target Digital, a leading east coast media and advertising firm headquartered in Harrisburg, PA. Prior to Target Media and Target Digital, he held multiple senior management roles ranging from sales and marketing to theme park operations with Hershey Entertainment & Resorts for over twenty years.

Barrett makes it a point to give back to the community and provide value to members of the PMVB as well as to improve the overall quality of life in the Poconos and the vacation experience for visitors.