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EXECUTIVE DIRECTOR ROB DECLEENE TO LEAVE VSBM

South Bend, Ind. — Visit South Bend Mishawaka (VSBM) today announced Executive Director Rob DeCleene will leave the organization to become Vice Chancellor for University Relations and Advancement at Indiana University South Bend. DeCleene’s last day with VSBM is May 13.

South Bend Regional Chamber President and CEO Jeff Rea has launched and will lead the search to identify VSBM’s next executive director.

“Rob has been an integral part of our team for the last 12 years, building VSBM into one of the top destination marketing organizations in the country,” said Rea. “We want to congratulate Rob on this opportunity. It is a great fit and we wish him well. We’re thrilled he will be staying in our community and look forward to working with him in his new role.”

DeCleene amplified the impact of tourism and VSBM – growing the staff, budget and scope of the organization – during his tenure as executive director. Among recent accomplishments, VSBM attained accreditation with distinction from Destinations International in 2019 and was awarded “Best Website” at the 2022 Indiana Tourism Awards. DeCleene in 2021 played a key role in advancing the St. Joseph County Innkeepers Tax rate from 6 to 8 percent.

Honored as Indiana Tourism Association Member of the Year in 2019, DeCleene currently serves as ITA Board President.

“Twelve years ago, I was given the opportunity of a lifetime to return to South Bend and assume my role at VSBM,” said DeCleene. “It’s been the privilege of my life to serve in this role and accomplish some great things with my extremely talented team. As a proud native of South Bend and IU alum, I’m thrilled to stay in my hometown and serve my community and alma mater.”

Visit South Bend Mishawaka promotes tourism and develops the visitor experience in St. Joseph County as the lead destination organization.

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