



**Media Contact:** South Padre Island Convention and Visitors Bureau

Telephone: (956) 761-3000

E-mail: [info@sopadre.com](mailto:info@sopadre.com)

**FOR IMMEDIATE RELEASE**

## ***South Padre Island CVB Announces Harmony Heard as Director of Sales***



**South Padre Island, Texas – June 5, 2023** – The South Padre Island Convention and Visitors Bureau (CVB) is excited to welcome Harmony Heard as Director of Sales. Heard is an industry veteran, bringing many years of experience in both tourism and sales to South Padre Island.

“Harmony’s vast array of sales experience in the association business supports our mission to continue to enhance our group bookings, provide exceptional guest service and showcase South Padre Island as a premiere destination for

sports tourism, regional and local meetings, tradeshow, and conventions. Harmony will be a great addition to our CVB team,” says Blake Henry, South Padre Island CVB Executive Director.

Heard recently served as the Complex Assistant Director of Sales and Marketing for the Westin Huntsville/Element Huntsville, where she was a driving force in the hospitality industry. She is heavily involved in the tourism industry, previously serving as president of the Huntsville/Madison County Hospitality Association, an emissary for the Huntsville/Madison County Chamber of Commerce, chair-elect of the Board of Directors for the Better Business Bureau, and chairwoman of the Board for the Cornerstone Initiative.

Heard’s diverse background in the accounting and legal fields has established a strong foundation for success. Significant accomplishments include being a two-time Huntsville/Madison County Association Red Ribbon Winner and multiple sales, marketing, hospitality, and community service awards.

As Director of Sales, Heard will play a key role in creating strategic sales strategies in targeting key markets for attracting new conferences, events, and meetings. Her role will continue to grow South Padre Island as a first-class choice for businesses worldwide.

Heard will begin her new role with the CVB on June 5, 2023.