



FOR IMMEDIATE RELEASE

JOHNS CREEK CONVENTION & VISITORS BUREAU ANNOUNCES NEW EXECUTIVE DIRECTOR

JOHNS CREEK, GA (September 1, 2022) – Johns Creek Convention & Visitors Bureau (JCCVB) has named Kathryn Laity as the new Executive Director. Kathy will be responsible for carrying out the mission of the organization and marketing the city as a destination for business and leisure travel.

“We are excited to welcome Kathy to Johns Creek,” said JCCVB Board of Directors Chair, Lynda Lee Smith. “She brings experience, enthusiasm and a wealth of operational knowledge”.

Kathy comes to Johns Creek Convention & Visitors Bureau with more than 25 years of experience in the tourism and hospitality industry; most recently, 15 years as a key staff member of a metro area convention and visitors bureau. Her role included working closely with elected officials, community leaders, hotels and attractions, along with planning meetings and events. Kathy’s career in the industry began as the manager for 17 business centers located in hotels and resorts throughout the southeast and later developing and managing arrangements for 20,000 delegates from around the world attending a religious conference.

“I appreciate the Board of Directors confidence in me and am honored to lead this great organization. I look forward to showcasing all that Johns Creek has to offer,” said Kathy.

For more information about Johns Creek Convention & Visitors Bureau, contact Kathy Laity at KLaity@JohnsCreekCVB.com or 404-370-2044.

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JOHNS CREEK CONVENTION & VISITORS BUREAU (JCCVB) is a 501(c)6 organization serving as the official Destination Marketing Organization for the city of Johns Creek, GA