

Cleo Battle Biography

Cleo Battle, a hospitality industry veteran of nearly 35 years, currently serves as President & CEO of Louisville Tourism. Prior to coming to Louisville, he spent 12 years as Vice President of Sales & Services of the Richmond Convention & Visitors Bureau in Richmond, VA. He held the positions of Director of Sales and Sales Manager at the Richmond CVB.

Battle began his hospitality career in the hotel industry working for Embassy Suites, Holiday Inn and Sheraton Hotels. Battle is a native of Denver and a graduate of Metropolitan State University in Denver with a bachelor's degree in Hotel/Restaurant Management. He earned his Masters of Business Administration in 1997 from Averett University in Virginia. He is both a Certified Destination Management Executive (CDME) and Certified Association Sales Executive (CASE).

Battle's most recent industry recognition includes [Events Industry Council 2020 Social Impact](#) award winner, Business First Louisville's inaugural [Power 50](#) as well as The Courier-Journal's [12 People to Watch in 2021](#).

Battle currently serves on the Meeting Planners International Board of Directors, Kentucky Derby Museum Board of Directors, Louisville Sports Commission Executive Board, LRAA Board, Louisville Zoo Foundation Board, and Board Member for Northeast YMCA of Louisville. He is Past Chair of Destination & Travel Foundation, Destination International Sales & Services Committee and the Virginia State University Hospitality Department Advisory Board.