

**Anne Chen, TMP**

**Senior Sales Manager**

**Explore Gwinnett**

Anne's role at Explore Gwinnett is to increase destination awareness, generate new meetings and conventions and create new, satisfied clients while servicing the existing client base. The ultimate goal is to generate hospitality business, create economic impact for Gwinnett County and ensure clients have a memorable, authentic Gwinnett experience.

Anne worked in restaurant management for more than 18 years, and then moved into the hotel industry with Marriott, starting at the front office. Within three years she was promoted three times, gaining experience in customer service, group bookings and sales, and meetings management. She knew she wanted her next opportunity to be in a broader hospitality role and was recruited by Explore Gwinnett to start their international sales market efforts in 2015. She was able to increase international market sales by 33 percent in her first full year at Explore Gwinnett.

Being Taiwanese and fluent in Mandarin has allowed her not only to drive substantial new business to Gwinnett, but it has also created unique partnerships for the organization with the Georgia Department of Economic Development Tourism's China Initiative, Partnership Gwinnett and the Atlanta Convention and Visitors Bureau. Explore Gwinnett has worked to educate and train hoteliers and attractions on the needs of international clients, and several of the hotels have gone through official training programs as a result, allowing them to cater to the Asian market.

Besides being a very busy working single mother of two, she serves on multiple boards and committees, including Leadership Gwinnett's Alumni Committee, MPI Georgia DEI Committee, and the Rotary Club of Sugarloaf. Anne is very passionate about serving and giving back to the community, and a graduate of the 2016-2017 Leadership Gwinnett class. She was recognized as a member of Connect Association magazine's "40 Under 40" in 2018. Which highlights the top young professionals in the events industry. Connect Association is a national, B2B magazine that provides resources and ideas to professionals and planners in the meetings and events industry. Anne is also being recognized as one of Georgia's Most Influential Asians in Georgia for 2019. This makes Anne a second-time recipient of the honor. 2022 graduate of Atlanta Regional Commission's Regional Leadership Institute.