



Mark Vaughan, FASAE
Executive vice president and chief sales officer
Atlanta Convention & Visitors Bureau

As executive vice president and chief sales officer of Atlanta Convention & Visitors Bureau (ACVB), Mark Vaughan oversees the bureau's programs to increase visitation to Atlanta through meetings, events and conventions. Under Vaughan's leadership in 2018, ACVB's sales team reached 109 percent of lead volume goals for the year and secured 1.6 million hotel room nights for future years.

Vaughan is active in the city's hospitality industry and beyond, sitting on numerous boards. He currently serves as chair of Atlanta Sports Council's board of directors, board of directors member for American Society Association Executives (ASAE) and ASAE Foundation. Vaughan's dedication and passion for the industry were recognized when he was inducted as a member of ASAE's 2017 Class of Fellows.

Vaughan's expansive career in hospitality began at Benchmark Management Company and continued through the ranks of Marriott International in sales and marketing management roles at properties throughout the country. He served as director of sales and marketing for Marriott's Southeast region. Subsequently, Vaughan led sales and marketing for the southeast region for Marco Island Resort, Golf Club and Spa.

He served on several boards and committees including the Federal Reserve Bank Advisory Council, executive committee of Chick-fil-A Peach Bowl, NCAA Men's Final Four local organizing committee, Atlanta's Table, Fort Lauderdale CVB advisory committee, Dayton CVB advisory committee and president of the Texas Restaurant Association, Galveston chapter.

A native of Lexington, Kentucky, Vaughan attended Eastern Kentucky University where he majored in business administration.