

Patricia Byrd, TMP, CMP

BIOGRAPHY

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Director of Group Sales – OneSpartanburg, Inc.

Patricia Byrd joined OneSpartanburg, Inc. (then the Spartanburg Convention and Visitors Bureau) in 2011. Prior to joining OneSpartanburg, Inc., Patricia has an extensive background in marketing and public relations, with more 20 years in the shopping center industry.

Patricia's tourism experience includes serving on the board of directors for the Tompkins County Convention & Visitors Bureau in Ithaca, New York and Discover Upcountry Association, South Carolina. Patricia was also a member of Upstate South Carolina USA, an organization promoting Upstate South Carolina to the United Kingdom and Germany. In 2009, Patricia was named as the first Tourism Committee Chair of the Cherokee County, South Carolina Chamber of Commerce.

Patricia earned her BA in communications from Florida Southern College and has earned Tourism Marketing Professional (TMP) in 2015 and Certified Meeting Professional (CMP) Certification in 2019 and Cvent Supplier Network Certification in 2020.