

Mark Jaronski serves as Georgia Department of Economic Development Deputy Commissioner for Tourism. In this role, he oversees the state's official destination marketing organization, Explore Georgia, which works to advance a tourism industry in Georgia that generated \$69 billion in total economic impact and supported 484,000 jobs in 2019. Through its home office in Atlanta, 9 visitor information centers, and network of representatives across the globe, Explore Georgia inspires travel to and within the state.

Mr. Jaronski is a 28-year travel and tourism industry leader who has worked on iconic travel brands and destinations, and served as CEO of Select Registry Distinguished Inns of North America prior to his current role. He is a veteran of The Walt Disney Company, where he served in a variety of roles from 1994 to 2014, including Brand Manager of Walt Disney World theme parks and Director of External Communications for Disney Parks Worldwide at company headquarters in Burbank, California.

His experience also includes roles as Vice President of Global Communications for Visit Orlando, the official tourism association for Central Florida, and chairman of the Washington, D.C.-based U.S. Travel Association's Communications Committee. He currently serves as Executive Director of the Georgia Tourism Foundation, as well as on the Board of Directors of the U.S. Travel Association, Travel South USA, U.S. Civil Rights Trail, Atlanta Convention & Visitors Bureau and Georgia's Hotel Motel Tax Performance Review Board.