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Director of Sales Announced at the Kentucky International Convention Center

LOUISVILLE, Ky. (January 13, 2020) — Laura Whitehead has joined Kentucky Venues as Director of Sales at the Kentucky International Convention Center. Whitehead is coordinating both the marketing strategy and sales execution at the facility.

"I grew up in Louisville and worked in hotel sales in a variety of destinations before returning home in 2010. I look forward to taking my experiences with the convention partners in different cities and blending that with my hometown pride and love of Louisville to help our city grow its convention business." Whitehead said.

Whitehead's qualifications make her the ideal candidate to get the job done. She previously worked as Director of Sales at five different hotels, where she helped lead relaunches that saw revenue and profits increase as a result of her efforts. Whitehead also played a vital role with Marriott International, successfully repositioning their hotel in Columbus, Ohio to the city's premier hotel in under four years.

"Laura brings a wealth of experience working with conventions in different cities. She is passionate about hospitality and Louisville, which will help us continue attracting new business to our city," David S. Beck, President and CEO of Kentucky Venues said.

After reopening in 2018, the convention center continues to seek new clients to bring additional business to Louisville. Whitehead will be an essential part of that effort.

"As we continue to build our team, Laura's expertise will help us exponentially grow Louisville's existing momentum as an established convention and event destination," said Blake Henry, the General Manager of the Kentucky International Convention Center.

Whitehead's skillset includes staff management, development, business planning, and negotiations.

For more information about the Kentucky International Convention Center, visit www.kyvenues.com

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