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Pocono Mountains Visitors Bureau Names New President/CEO *PMVB Taps Hospitality Industry Veteran and Former Advertising Executive*



The Pocono Mountains Visitors Bureau (PMVB) is pleased to announce the appointment of Christopher Barrett as their new President/CEO effective April 17, 2017. Barrett will replace the retiring Carl Wilgus, who has served in the position for nearly ten years. “We are extremely excited to have Chris on board leading a topnotch destination marketing team,” commented Genevieve Reese, Chair of the PMVB Search Committee, “we wish Carl the very best in wherever his future endeavors take him.”

Before this appointment, Barrett was Executive Vice President/COO/CFO for Target Media and Target Digital, a leading east coast media and advertising firm headquartered in Harrisburg, Pa. Prior to Target Media and Target Digital he held multiple senior management roles ranging from sales and marketing to theme park operations with Hershey Entertainment & Resorts for over twenty years. His specific leadership assignments were with the properties of Hersheypark, Dutch Wonderland Family Amusement Complex, Hersheypark Arena and Stadium, Giant Center and the Hershey Bears. After Hershey Entertainment & Resorts, he was elected President/CEO of the PA Dutch Convention and Visitors Bureau (Visit Lancaster) and held that position for seven years. He possesses a strong working knowledge of marketing, research, advertising, public relations, media buying as well as digital marketing and design applications.

A graduate of Penn State University, Barrett was past President of the Alumni Society Board of Directors and served on the Penn State Harrisburg Board of Trustees. He was also appointed to the Penn State Alumni Council and most recently served on the Derry Township Board of Education (Hershey Schools) as Treasurer, along with many other officer roles over twenty-year tenure.

About the Pocono Mountains

With 2,400 square miles encompassing Pennsylvania’s Wayne, Pike, Monroe and Carbon counties, the Pocono Mountains region is home to rolling mountain terrain, breathtakingly beautiful waterfalls, thriving woodlands and 170 miles of winding rivers. Winters offer guests the opportunity to ski, snowboard, snow tube and even snowshoe their way through snowy wonderlands encompassing over 163 ski trails, while summers also cater to the active traveler allowing exploration of 261 miles of hiking and biking trails, over 30 golf courses, whitewater rafting, boating, fishing and open access to nine state and two national parks.

Pocono Mountains visitor information is available online at <http://www.poconomountains.com/> or by phone at **800-POCONOS** (800-762-6667). Follow [@PoconoTourismPR](#) on Twitter to stay current with up-to-date information. Established in 1934, the Pocono Mountains Visitors Bureau is a private, non-profit, membership organization. The Pocono Mountains Visitors Bureau is the official destination marketing organization for the four counties of Wayne, Pike, Monroe and Carbon Counties in Northeastern Pennsylvania.

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