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EXPERIENCE GRAND RAPIDS HIRES NEW NATIONAL SALES MANAGER

Grand Rapids, Mich. – Experience Grand Rapids (EXGR) has hired Kelsey Helstowski as National Sales Manager following the retirement of Bob Snyders for the destination marketing organization. Helstowski previously worked as the Senior Sales Manager at the Louisville Marriott Downtown and has prior industry experience through positions such as an Executive Meeting Manager and Catering Sales Manager.

A West Michigan native, Helstowski grew up in Muskegon where she graduated from North Muskegon High School. Helstowski is also a Central Michigan University alumna where she obtained a Bachelor of Science degree in Business Administration and majored in Hospitality Services Administration.

“Following Snyder’s retirement, we wanted to add someone to our team that was familiar with the hospitality industry and had experience working in large hotels and with convention centers” said Tom Bennett Vice President of Sales and Services at Experience Grand Rapids. “Out of the dozens of candidates that applied, Helstowski stood out because of her experience, enthusiasm and energy. She will be a wonderful addition to our sales and services team.”

Helstowski is also eager to return to West Michigan.

“We are excited to bring our family the Grand Rapids area and be close to the beach again,” said Helstowski. “We love outdoor recreation such as hiking and park days with our daughter and dog. We also enjoy traveling and spending time with friends & family. I’m looking forward to being a tourist in my hometown and reconnecting with my alma mater by attending CMU Alumni events.”

Helstowski’s first day will be May 9th representing EXGR at the Christian Meetings and Conventions Association 2017 Showcase.

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About Experience Grand Rapids

Established in 1927, Experience Grand Rapids (EXGR) leads the marketing of Grand Rapids/Kent County as a premier convention & visitor destination providing a significant positive impact to the West Michigan economy. Previously named the Grand Rapids/Kent County Convention & Visitors Bureau, EXGR represents the second largest city in Michigan with over one million residents.