



FOR IMMEDIATE RELEASE

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## **Visit Oakland Welcomes New Vice President of Marketing** ***Bay Area Native Returns to Lead Marketing Efforts for The Town***

(Oakland, CA) – **Visit Oakland**, the city's official destination marketing organization is proud to welcome **Nancy Sarpa-Samuelson** as the new Vice President of Marketing.

Sarpa-Samuelson was most recently the Director of Marketing and Community Relations for the City of Indian Wells. During her 13-year tenure, Nancy's tourism programs supported the city's primary revenue source, and she negotiated large tourism partnerships with entities such as the BNP Paribas Open, Troon, Ironman and the Greater Palm Springs CVB. She brings to Visit Oakland her experience in managing creative marketing strategies to enhance destination awareness and encourage visitation. She also has had experience leading the marketing efforts for advertising agencies, and tech companies, including Salesforce. Prior to the City of Indian Wells, her professional career was based in the East Bay.



"We're excited to have Nancy apply her innovative marketing skillsets to promoting Oakland," says **Mark Everton, CEO of Visit Oakland**. "She brings a fresh perspective on marketing our destination to future visitors. I'm looking forward to partnering with Nancy to leverage Oakland's amazing vibe with a new perspective on marketing our amazing city."

Passionate about enhancing the tourism industry's economic impact for Oakland, she believes that marketing Oakland to visitors is essential for the city's hotels, attractions, and local businesses to thrive. She knows the importance of the tourism industry in both how it employs one in every thirty workers in Oakland, and most importantly, the positive affects it has on the city's restaurants, retailers and small businesses which are essential for visitors to experience and recommend Oakland as a destination.

Sarpa-Samuelson, a Bay Area native, is excited to be living in East Oakland and enjoys exploring Oakland's neighborhoods, with a marketing eye. She started out her career at various Bay Area institutions including Chez Panisse Restaurant, Meals on Wheels San Francisco, and J. Walter Thompson San Francisco.

Sarpa-Samuelson holds a B.A. from University of California, Santa Barbara.

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### **ABOUT VISIT OAKLAND**

Visit Oakland is a non-profit organization marketing Oakland, California as a travel destination. Visit Oakland offers a wide variety of complimentary services and materials for travelers interested in visiting Oakland. For more information, see our website at [www.visitoakland.com](http://www.visitoakland.com).

### **CONTACT**

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