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EXPERIENCE GRAND RAPIDS HIRES NEW CONVENTION SERVICES MANAGER
Previous Manager is Promoted to Director of Events

Grand Rapids, Mich. – Experience Grand Rapids (EXGR) has hired Brandy McCallum as Convention Services Manager following the promotion of Andie Newcomer to Director of Events for the destination marketing organization. McCallum previously worked as the Convention Services Manager for AHC + Hospitality and has held various services and hospitality roles with Aria Resort & Casino and Drai's Management Group in Las Vegas, NV.

A Grand Rapids' native, McCallum graduated from Creston High School. She is also a Western Michigan University alumna where she obtained a Bachelor of Business Administration.

"Newcomer's promotion comes after years of working in various roles in sales and services at Experience Grand Rapids, so we wanted to add someone to the team that could build upon the solid foundation that Newcomer provided working with our Michigan based clients," said Tom Bennett Vice President of Sales and Services at Experience Grand Rapids. "Out of those that applied for the position, McCallum stood out due to her experience and expertise in convention services and events along with her relationship building skills. She will be a wonderful addition to our convention sales and services team."

McCallum is also eager to start her new position promoting a place she's passionate about.

"Moving back to Grand Rapids has been an amazing experience over the past year," said McCallum. "I enjoy being a part of such a positive and thriving community and look forward to sharing everything that this city has to offer with clients and guests. In my free time you can find me at any one of the amazing restaurants throughout the city, volunteering, or spending time with my family."

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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.