



GBCVB Board of Directors Elects Martha Sheridan as next President & CEO



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On Friday, November 16 the Greater Boston Convention & Visitor Bureau (GBCVB) Board of Directors elected Martha Sheridan as the next President & CEO of the GBCVB, effective February 15, 2019. Sheridan has served as President & CEO of the Providence Warwick Convention Bureau (PWCVB) since 2006, where she has overseen all day to day operations and fostered a united visitor industry that has generated record growth for the Providence/Warwick visitor economy. In coming to Boston, Sheridan becomes just the second woman, currently, to lead a first-tier market CVB in the United States. Effective January 2, 2019, she will be President & CEO-elect of the GBCVB. She will officially become President & CEO on February 15.

Sheridan has over a quarter-century of destination marketing experience. She has served as Chairman of the Destination Marketing Association International and is on the board of the US Travel Association. She has held a variety of other leadership roles, including a two-year term as president of the New England Society of Convention and Visitors Bureaus, and in 2015 she was named one of the "Top 25 Women in the Meetings Industry" by *Meetings and Conventions* magazine. Recently she was appointed to the Destinations International Diversity & Inclusion Task Force, which aims to elevate diversity within destination organizations and, more broadly, within the tourism industry. Sheridan's tenure at the PWCVB has had many highlights, including the creation of the Rhode Island Sports Commission (RISC) as a division of the PWCVB, the development of a robust media relations program that saw Providence named "America's Favorite City" by *Travel + Leisure* readers in 2015, and the creation of a comprehensive electronic guide to 15 eclectic and vibrant neighborhoods in Providence.

“Over the course of my career, I have seen the Providence/Warwick area grow into a world class destination and it has been my honor to have been a part of that evolution,” said Sheridan, who first worked for the PWCVB in the 1990s in a variety of roles and returned as President and CEO in 2006. “Now it’s on to Boston, a cosmopolitan hub full of iconic landmarks and attractions, diverse neighborhoods, vibrant culture, prestigious universities, and of course feverish sports fandom. Boston’s blend of tradition and cutting-edge innovation creates a unique dynamic that is the essence of the city’s brand. We will leverage this brand to grow the visitor economy, and to expand upon the extraordinary work that Pat Moscaritolo has done to make Boston a compelling destination for leisure travelers, business travelers, international visitors, meeting planners and convention attendees.”

Sheridan’s predecessor, Pat Moscaritolo, will retire on February 14, 2019 after 28 years of leading the Bureau. Moscaritolo came to the Bureau in 1991 after serving as Director of Boston’s Logan International Airport and he presided over a period of unprecedented growth for Boston’s visitor industry and infrastructure. Moscaritolo played a preeminent role in putting Boston on the map as a global destination, bringing events such as the World Cup, Democratic National Convention, the MLB All-Star Game, multiple Tall Ships processions, and NCAA basketball, hockey and lacrosse playoff games to Greater Boston. Moscaritolo has been singled out for awards by both private and public organizations for his leadership and accomplishments including being selected by the Boston Business Journal as one of the top 100 leaders in Boston, by Yankee Magazine as the New England Travel Person of the Year, and by the MA visitor industry as the Executive of the Year. He was also the recipient of World Boston’s International Citizen Award and he has been inducted into both the Mass. Lodging Association and Mass. Restaurant Association Hall of Fames. Flynn Cruisport Boston recently announced that its restored mezzanine and visitor information area will be enshrined as the “Moscaritolo Mezzanine.”

For the GBCVB Board of Directors, finding Moscaritolo’s successor involved a rigorous, inclusive and comprehensive process that was led by a Strategic Planning Committee working in concert with Searchwide Global, the industry’s leading executive search firm. Searchwide Global utilized local knowledge and input from diverse constituencies to compile and vet a list of candidates. The result was a diverse pool of candidates that included local, regional, national and international individuals. Ultimately, Martha Sheridan was selected as the next leader of the GBCVB. She assumes the role of President & CEO on February 15, 2019.

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