



GREATER BOSTON
CONVENTION & VISITORS BUREAU

GBCVB NAMES AARON JONES EXECUTIVE VICE PRESIDENT

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The Greater Boston Convention & Visitors Bureau (GBCVB) has announced Aaron Jones as its new Executive Vice President (EVP). Jones joins the GBCVB after having served four years as CEO of MetroLacrosse, the largest urban lacrosse and youth development program in the United States. His primary responsibilities as EVP will include oversight of day-to-day operations, operating budgets, financial practices, and revenue generation. Jones will also be tasked with carrying out the GBCVB's core mission, growing Boston's market share of visitors while embracing the values and policies established by the Bureau's Board of Directors.

"We are thrilled to welcome Aaron to the team," said GBCVB President & CEO Martha J. Sheridan. "He comes to us with a wealth of experience managing a not-for-profit and working for many years in the sports sector. His skill set aligns perfectly with the new vision we are articulating for the agency and how we promote the destination."

Jones brings to the Bureau nearly three decades of operations and fiscal management expertise. As CEO of MetroLacrosse, he provided operational and strategic leadership to advance the unique integration of lacrosse, youth development, academic counseling and scholarship activities to more than 5,000 boys & girls from urban communities across the country. Under his leadership, the organization underwent an elevated phase of growth and added \$1.5M to its operating budget.

Jones is excited to bring his operationally-savvy skillset and executive management style to the visitor industry. "I am very excited to join the GBCVB," said Jones. "Boston is an illustrious city filled with American history, tradition and new age innovation. I look forward to executing Martha's excellent vision to continue positioning Boston as a tier 1 meeting and visitor destination. Together we will showcase the people and places that make Boston one of the most amazing cities and regions in the nation."

The GBCVB Board of Directors, in partnership with Searchwide Global, implemented a rigorous vetting process that yielded several distinguished candidates for the EVP position. Ultimately, Aaron Jones' proven record in generating sustainable revenue streams through partnerships and strategic management, as well as his entrepreneurial leadership and roles with organizations such as the NFL, NFL Players Inc., NBA, and within the non-profit industry, separated him from the other excellent candidates.

Aaron received his Bachelor of Science degree at Cornell University's School of Industrial and Labor Relations and his Master of Science from the University of Massachusetts.

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