

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



RACVB Adds to Staff with Key Hire *Rockford Native Martesha Brown Selected for New Role*

FOR IMMEDIATE RELEASE

April 8, 2019

Rockford, IL – The Rockford Area Convention & Visitors Bureau is pleased to announce the hiring of Rockford native Martesha Brown as its Director of Advancement. The position is a new one to the Bureau, created to manage and execute the fund development activities of the RACVB and its foundation and to oversee community and visitor industry outreach.

“In recent years, RACVB has focused on new areas of positive impact on the community, including producing Stroll on State and overseeing public art and beautification programs for the City of Rockford,” said RACVB President/CEO John Groh. “Our leadership team and board of directors developed a strategic roadmap that included the need to expand and diversify our revenue beyond public funding. The creation of this executive team position is a crucial step in accomplishing our organizational goals.”

Brown’s responsibilities include overseeing the development and implementation of RACVB advocacy and community relations efforts. Additionally, she will help ensure the organization’s strategic goals and related tactics align with the board’s priorities as the RACVB continues to advance the region’s quality of life and economic development through tourism efforts.

Brown is a lifelong Rockford resident who previously held key leadership roles at Midland States Bank, Alpine Bank and the Rockford Park District. Brown earned a Master of Business Administration degree in not-for-profit/organizational leadership from Rockford University, a Bachelor of Arts degree in mass communications from Southern Illinois University, and she is a graduate of Rockford’s Auburn High School.

“Born and raised in Rockford, I take great pride in helping build the growth and perception of this awesome region! I look forward to meeting and collaborating with industry partners to help take the Rockford region to the next level,” said Brown.

Groh continued, “I’m thrilled to have Martesha on our team. She’s a dynamic and thoughtful community leader and has passion for our mission and the region we are honored to serve. I know she’ll bring great energy and focus to her work and will be a great member of our team.”

Brown serves on the board of directors for Goodwill of Northern Illinois, Think Big Entrepreneurship Expo and Festival Committee, co-lead for Transform Rockford’s Engagement Committee and is a member of the NAACP. She was named one of the Rockford Register Star’s People to Watch (2018), 25 Black Leaders to Watch (2015) and Rockford’s 40 Leaders Under 40 (2010).

The mission of the RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. www.gorockford.com

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