



FOR IMMEDIATE RELEASE

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Visit Oakland Promotes Rhanee Palma to Chief Sales Officer

(Oakland, CA) – Visit Oakland, Oakland California’s official destination marketing organization; today announced the promotion of Rhanee Palma, CDME, to Chief Sales Officer. In addition to leading the sales initiatives of Visit Oakland, her new role will also focus on strengthening partnerships to drive more hotel development to Oakland. She is the first Filipina- American to hold a C-Suite position at Visit Oakland and one of the first in the history of the CVB/DMO space.

“Rhanee Palma is an integral leader of Visit Oakland, and we are thrilled to promote her to this position,” said Mark Everton, CEO of Visit Oakland. “With this promotion, Rhanee will continue to bring her expertise to our organization and continue making a positive economic impact on the Oakland community.”

Rhanee Palma is a provider of solutions, an innovator of inspiration, and a connector to everything Oakland. She builds strong relationships, delivers excellent customer service, and utilizes her expertise in hospitality sales to bring international leisure travelers and to make meetings happen in Oakland.



Rhanee joined Visit Oakland in October 2016 as Director of Sales and quickly rose to her previous position of VP of Sales & Services. She was previously employed with Hilton San Francisco Financial District and spent most of her career employed in the Group and Area Sales for Marriott International.

Palma received a degree in Women & Gender Studies from U.C. Berkeley. She is a member of and held leadership roles in a number of organizations including, CalSAE, PCMA, MPI, ASAE. She is currently serving in the 2020 Convention Sales & Services Committee for Destinations International. In 2019, Palma earned her CDME certification and has won numerous national awards including the 2019 Game Changers for Connect Sports, 2019 Stella Awards for Best DMO/CVB in the Far West Region, and 2019 Platinum Choice Awards from Smart Meetings, among others.

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ABOUT VISIT OAKLAND

Visit Oakland is a private, not-for-profit, 501(c)(6) organization, with an elected board of directors and full time staff whose goal is to increase tourism’s economic impact to Oakland through destination development and brand management. For more information, visit visitoakland.com.

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