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Experience Grand Rapids Appoints 40-Year Veteran as VP Sales and Services
Destination marketing group bullish on rebuilding post-pandemic meeting and convention business

GRAND RAPIDS, Mich., (August 27, 2020) — Experience Grand Rapids has announced the promotion of Mary Manier, CTA, CTP, CTIS to vice president sales and services. Manier was most recently director of sales and has promoted Grand Rapids/Kent County as a meetings and travel destination for nearly 40 years in various positions with Experience Grand Rapids.

“No one knows our destination better than Mary,” said Doug Small, president and CEO, Experience Grand Rapids. “She knows how to translate that knowledge into a compelling story for meeting planners. Her expertise, positive attitude, professional experience and unparalleled local networks make her the right person to lead our sales and services team as we work to restore Grand Rapids’ place as a leading Midwest meeting and convention destination.”

While the meetings and travel industry has been devastated by the shutdowns caused by COVID-19, Manier has led Experience Grand Rapids’ internal sales and services team and local meetings industry suppliers as they assist meeting planners with rescheduling and cancellation of their meetings.

As other cities have cut back on their meetings and group sales efforts, Experience Grand Rapids is making a solid investment in the future of this industry.

“These are challenging times, but we’re confident that in-person meetings will remain a vital component in the way our country does business in the future. When the market is ready, Grand Rapids will be ready, too,” said Manier. “A top concern for meeting planners today is planning safe meetings. Experience Grand Rapids’ sales and services team is focused on being a key resource to planners, and we’re providing answers to their questions on the ExperienceGR.com/meet-confidently webpage.”

Manier has worked for Experience Grand Rapids since 1982. In 2019, she was named to the inaugural class of Connect Association’s 15 over 50, which salutes leaders who have moved the industry forward.

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About Experience Grand Rapids

Established in 1927, Experience Grand Rapids (EXGR), the areas’ official destination marketing organization, strengthens the region’s economic vitality and quality of life by marketing Grand Rapids/Kent County as a preferred visitor destination. www.experiencegr.com