



CONTACT:

Chris Barrett – President/CEO
Pocono Mountains Visitors Bureau
cbarrett@poconos.org
[\(717\) 975-7528](tel:(717)975-7528)

PMVB Names New V.P. of Membership & Community Relations

Marlyn Kissner brings wealth of knowledge and expertise

February 4, 2021 – The [Pocono Mountains Visitors Bureau](#) (PMVB) is proud to announce and welcome Marlyn Kissner as Vice President of Membership & Community Relations beginning March 1, 2021. Kissner, an already well-established leader in the Pocono community, will be responsible for maintaining and growing the PMVB’s regional partnerships and member base.

Kissner currently holds several leadership positions with similar objectives. She serves as Executive Vice President of the Greater Lehigh Valley Chamber of Commerce, Executive Director of the Pocono Chamber of Commerce and Executive Director of the Carbon Chamber and Economic Development Corporation. In these roles, Kissner leads strategic positioning and partnership efforts, ensures member retention and growth, connects with local government to spearhead business advocacy, and works closely with volunteer groups to support and strengthen communities.

“From the beginning of my tenure with the PMVB, Marlyn has proved to be a critical partner for many of our major initiatives through her role with the Chamber,” said Chris Barrett, Pocono Mountains Visitors Bureau President/CEO. “She is the perfect fit for our organization, and I am humbled she has chosen to join our team.”

“I am blessed to work with so many amazing colleagues, community leaders and volunteers at the Chamber and gained wonderful friendships along the way,” said Kissner. “I am excited for a new chapter in my life, gaining knowledge in a whole new industry where I have another great opportunity to serve our businesses and communities throughout the beautiful Pocono Mountains where I live, work and play.”

Kissner served as a PMVB board member from 2018-2021 and, among many efforts, assisted the organization with its COVID-19 reopening strategy for the local business community.

###

Pocono Mountains visitor information is available online at PoconoMountains.com or by phone at [\(570\) 421-5791](tel:(570)421-5791). Follow [@PoconoTourismPR](https://twitter.com/PoconoTourismPR) on Twitter to stay current with up-to-date information. Established in 1934, the Pocono Mountains Visitors Bureau is a private, non-profit membership organization. The PMVB is the official destination marketing organization for the four counties of Wayne, Pike, Monroe, and Carbon in Northeastern Pennsylvania.