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CONTACT: Amy LeFebre, Truscott Rossman

PH: 616-450-4292 | EM: [alefeb@truscottrossman.com](mailto:alefeb@truscottrossman.com)

### **EXPERIENCE GRAND RAPIDS HIRES VP OF ENGAGEMENT & INCLUSION**

*Leadership position provides DEI and workforce development strategy, leads community engagement*

**GRAND RAPIDS, Mich., February 28, 2022** —Experience Grand Rapids has hired Jordoun Eatman as its new vice president of engagement & inclusion. In this role, Eatman will lead the design and implementation of ongoing and future initiatives that support the organization’s commitment to diversity, equity and inclusion, as well as workforce development initiatives focused on ensuring that the local tourism industry is reflective of the populations it serves.

“This is a critically important role, not only for Experience Grand Rapids, but for the tourism industry in our region,” said EXGR President and CEO, Doug Small. “These initiatives require a high level of collaboration, both internally and with the community. Jordoun brings the skills, relationships and experience needed to lead our efforts and advance our goal of building a more diverse and inclusive tourism economy.”

Building on previous organizational DEI efforts, a major focus of Eatman’s job will be to collaborate with the EXGR management team to lead programs that reflect the organization’s commitment to providing opportunities for underserved communities to participate in the tourism economy. In addition, he will take a lead role in continuing to implement a workforce development strategy focused on diversity for the local tourism industry and will identify grants, sponsorships, and scholarships to support underrepresented communities and groups that, in turn, support travel and tourism.

Eatman brings a wealth of strategic and hands-on experience in community engagement, neighborhood development, grant administration and cross-functional team management having served in various project management, neighborhood connector and community engagement roles with the city of Grand Rapids executive office and office of equity and engagement since 2016.

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“This is an exciting opportunity to build on the relationships and initiatives that I developed over the past six years,” said Eatman. “Engaging local communities, neighborhood associations, minority owned businesses, non-profits, and regional organizations will be key in this position. I look forward to working with our talented team to push these priorities forward.”

Eatman started the job on February 7 and will also serve as the staff liaison with the EXGR Board Diversity Advisory Committee.

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### **About Experience Grand Rapids**

Established in 1927, Experience Grand Rapids (EXGR), the area's 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.