

FOR IMMEDIATE RELEASE

Discover Schenectady Board Hires New Executive Director

**Experienced Tourism Professional, Todd Garofano,
to Lead Effort Promoting Schenectady County**

(Schenectady, NY) January 7, 2021 -- The Discover Schenectady Board of Directors announced today that Todd Garofano will serve as the new Executive Director of Schenectady County's tourism promotion agency.

A life-long Capital Region resident, Garofano brings nearly 25 years of hospitality and tourism experience to Discover Schenectady. Mr. Garofano has worked in senior sales and marketing roles at Amtrak and Carlson Hotels Worldwide before serving for 8 years as President of Discover Saratoga. Among his achievements, Garofano received the 2018 Industry Leader Award by Meeting Professionals International – Northeast New York.

“Schenectady County has so much to offer visitors and residents,” said Garofano. “There has been tremendous momentum built in the tourism space and I am really excited to lead this organization to build upon this momentum, support local businesses and attractions and have a positive impact on our economy.”

“We are pleased to bring aboard an experienced tourism professional to lead Discover Schenectady at this critical time and build upon the marketing organization we have built,” said Jeff McDonald, Board President and Vice Chairman of the Schenectady County Legislature.

“As the economy reopens, our goal is to lead the way in promoting Schenectady County as a great place to live, work and visit.” said Cathy Gatta, Discover Schenectady Board Member and Schenectady County Legislator.

Mr. Garofano will start work this month.

About Discover Schenectady. Discover Schenectady is a non-profit organization responsible for promoting travel, tourism, conference and convention assets and opportunities in Schenectady County. Discover Schenectady County's board and staff work collaboratively with businesses, destinations, County and local government to attract visitors to the region and experience everything that Schenectady County has to offer. For more ways to Discover Schenectady County all year long, visit <https://www.discoverschenectady.com/>.

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