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FOR IMMEDIATE RELEASE

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Justinna Brown-Walter hired as Data Strategist and Paul Whitehurst hired as Visitor & Group Services Strategist

Visit Lafayette – West Lafayette (VLWL) announces the hiring of Justinna Brown-Walter as the Data Strategist and Paul Whitehurst as the Visitor & Group Services Strategist.

Justinna loves community building, visual storytelling, entrepreneurship, and curating Spotify playlists. In addition to these, Justinna, a proud native of Pennsylvania, enjoys exploring her community of the Greater Lafayette Region, traveling domestically and internationally, and attending concerts – small and large – with her best friend and husband, Reid. As Data Strategist Justinna will provide insight to VLWL analytics and research numbers that helps with insights for overall marketing efforts.

Paul, a resident of Greater Lafayette for over 25 years, originally hails from Northwest Indiana. He graduated from Purdue University in 2001 with a degree in Computer Graphics. Following his education, Paul served as a Production Director at SDI Innovations until 2017, when he founded Pooch Palace Resort, a successful dog resort that he operated until its sale in 2023. After a brief tenure at Purdue, Paul is now excited to embark on his next adventure with Visit Lafayette – West Lafayette, having joined the team in September 2024. In the Visitor & Group Services Strategist position, Paul will be responsible for providing training to our Visitor Information Specialists as well as provide outstanding service to travelers, organizers, tour coordinators, and residents.

Jo Wade states, “We are thrilled to welcome Paul and Justinna to our team! Their support will be invaluable in promoting Lafayette-West Lafayette as a fantastic place to visit, live, work, and play. Paul and Justinna will collaborate with our community partners, engage with citizens, and enhance visitors’ experiences. We’re excited and fortunate to have them onboard!”



Justinna Brown-Walter



Paul Whitehurst

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