



PRESS RELEASE

Media Contact:

Ali Morris, Visit Fairfax
AMorris@fxva.com; 703-752-9505

VISIT FAIRFAX TAPS JAMIE HUBANS AS DIRECTOR OF PARTNERSHIPS & STAKEHOLDER RELATIONS

Longtime Fairfax County leader brings nonprofit, marketing, and business experience to a newly created role, tasked with developing a tourism grant program and supporting partner relationships

Fairfax County, VA – October 28, 2026 – Visit Fairfax, the official destination marketing organization for Fairfax County, Virginia, announced today that Jamie Hubans has joined the organization as Director of Partnerships & Stakeholder Relations, a newly created position focused on strengthening the network of partners that power Fairfax County's tourism economy.

Hubans brings nearly three decades of professional experience and community connections in Fairfax County to the role. She spent 27 years with The Army Historical Foundation, the nonprofit supporting the National Museum of the United States Army, most recently as Deputy to the President and as Vice President of Marketing & Communications. In those roles, she helped build awareness, partnerships, and visitor engagement for the museum as a compelling new tourism experience in Fairfax County, directed a museum launch campaign that earned two HSMAI Adrian Awards, and supported grant-funded tourism and public engagement initiatives, including projects tied to both state and federal entities. She has also represented the museum on the board of the Mount Vernon Springfield Chamber of Commerce.

In addition to her work at the Foundation, Hubans owned a Fairfax-based creative and marketing agency and served as chief operating officer of a Herndon-based software startup, giving her a firsthand view of the needs of local business owners.

In her new role, Hubans will lead the development and lifecycle of Visit Fairfax's inaugural tourism grant program and cultivate strategic partnerships across the county's varied hospitality sectors. She will also serve as a connector and facilitator among stakeholders through introductions, convenings, and events.

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Visit Fairfax (www.fxva.com) is the official tourism organization for Fairfax County, Virginia. Charged with destination marketing and tourism promotion, it is directed by many of the County's top tourism and hospitality leaders. Find travel inspiration at www.FXVA.com or join the conversation on social media at Facebook and Instagram (@VisitFairfax.) Hashtag: #FXVA