



Pholeta Alexander
Vice president, technology and facilities
Atlanta Convention & Visitors Bureau

Pholeta Alexander is responsible for the technical aspects of Atlanta Convention & Visitors Bureau (ACVB), supporting day-to-day business operations, evaluating and projecting future facility needs, mitigating risks and ensuring facilities meet the needs of clients, shareholders and staff. She manages ACVB-hosted and cloud services including conferencing and collaboration, IP telephony, sales tools, network solutions and all technical infrastructure services for ACVB offices. Alexander served as the facilities lead for the full renovation of ACVB's main office, covering 32,000 sq. ft.

Alexander currently serves on the Simpleview User Group committee, representing the needs of ACVB throughout the projected growth of the destination management system. Her leadership focuses on developing and delivering technology-driven business services and solutions, providing excellent service.

She joined ACVB in 2004, playing an integral part of the team that created the first lead response system in the industry, allowing stakeholders to submit RFP bid data directly into the customer relationship management system. This reduced data entry and the timeframe necessary to send a completed bid to prospective clients. She created a build of a full member portal that includes lead response system, event registration, member contact management and member content process that includes an image upload gallery. Alexander was one of the founding members of the Ungerboeck Steering Committee, serving for more than 20 years. She assisted Ungerboeck on its original empowerMint interface and built a customized event entry system that feeds data for discoveratlanta.com's calendar of events, ACVB's top driver of web traffic.

Alexander has more than 20 years of experience in a technical role within the hospitality industry. She began her career with Greater Birmingham CVB in 1997 where she served as the lead distribution coordinator and technology manager until moving to Atlanta in 2004.

She is a graduate of Faulkner University where she received her bachelor's degree in business administration and University of Phoenix where she received her Master of Business Administration.