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Choose Lansing® Hires Jessica Wilk as Sales Manager

LANSING, MICH. – Mar. 11, 2025 – [Choose Lansing](https://www.lansing.org) is pleased to announce the addition of Jessica Wilk to its team as sales manager.

“We’re excited to welcome Jessica to our sales and services team,” said Julie Pingston, President and CEO of Choose Lansing. “This team is a key part of our effort to positively impact our local economy by bringing more events and meetings to the Lansing area.”

Wilk joins the team with previous experience as a sales manager in the Lansing market. She is a graduate of Northern Michigan University.

As sales manager, Wilk will work with the state association market to bring association meetings and conferences to the Greater Lansing area.

“We are extremely excited to welcome Jessica to the team,” said David Buckenberger, Senior VP, Business Development at Choose Lansing. “Her sales experience and familiarity with the region will be a great addition to Choose Lansing.”

For more information about Choose Lansing, visit www.lansing.org or call 517-487-0077.

About Choose Lansing®

The vision of Choose Lansing is to inspire everyone to celebrate and love Greater Lansing as much as we do! This goes hand in hand with our mission, to positively impact our community’s quality of life by developing the region as a visitor destination. Learn more at www.lansing.org.

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Choose Lansing® is the Destination Marketing Organization for the **Greater Lansing** region

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