



FOR IMMEDIATE RELEASE

Destination Ann Arbor Welcomes New Talent to Their Sales Team

Ann Arbor, MI (May 30, 2024) – Destination Ann Arbor is pleased to announce the addition of two new National Sales Account Executives to their team, Nick Anderson and Jessica Lampl, both of whom bring a wealth of experience and a fresh perspective to the organization’s sales efforts.

Introducing Jessica Lampl

Jessica has a broad background in hospitality and sales management, with experience in hotel sales and business development across multiple states. Her recent roles include Account Executive at innRoad in Michigan and Senior Business Development Manager at TrustYou, Inc. in California. Jessica will be responsible for handling all non-association market segments with a focus on Michigan in-state business.

Introducing Nick Anderson

Nick’s proven expertise in destination marketing was evident during his tenure at Destination Toledo, where he played a critical role in developing sports prospects and strengthening relationships within the meetings market. His efforts at Destination Toledo not only grew the organization’s national profile, but also drove growth in their sports and meetings sectors. Furthermore, with a decade of experience as an Account Executive and Customer Support Specialist at Midwest Tape, his track record includes generating significant revenue and receiving multiple accolades for his performance. At Destination Ann Arbor, Nick will manage all non-association market segments focusing on national and international markets outside of Michigan.

An Enhanced Team for Expanding Markets

With the addition of Jessica and Nick, Destination Ann Arbor reaffirms its commitment to promoting Washtenaw County’s diverse meetings offerings. The team is led by Al Snow, Director of Sales and Service, who oversees unions and miscellaneous markets alongside his leadership duties. His team includes seasoned industry professionals who cover a diverse range of market segments and geographic areas:

- **Kristy Poore, CMP, CTA, National Sales Account Executive** – Focuses on Associations with a reach extending from state to international levels, including the United Association of Journeymen and Apprentices of the Plumbing and Pipefitting Industry.
- **Nancy Harper, CTA, National Sales Account Executive** – Manages University of Michigan and Eastern Michigan University sectors, as well as the National Training Institute.



- **Patti Ingelson, CTA, National Sales Account Executive** – Specializes in the International Association of Bridge, Structural, Ornamental and Reinforcing Iron Workers market segment.
- **Anna Mason, CTA, Sales and Office Coordinator** – Handles the weddings market, including coordinating sales support and services for the sales team.
- **Rachel Robb, CTA, Destination Support Manager** – Oversees destination services, ensuring comprehensive support for all clients.

This strategic enhancement of the Destination Ann Arbor sales team is poised to strengthen the organization's position as a leader in attracting national and international meetings, conventions and conferences to the area, further promoting Ann Arbor and Washtenaw County as a prime destination for both leisure and business events. Visit our dedicated meetings page to discover the full range of services and support available for event planners:

<https://www.annarbor.org/meetings>.

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Destination Ann Arbor is a 501 (c)6 not-for-profit organization whose mission is to elevate economic vitality and connect our communities through the power of travel.

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