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TRAVEL PORTLAND ONBOARDS JAMES JESSIE AS VICE PRESIDENT OF CONVENTION SALES

Move from Visit Phoenix marks homecoming for UO alumnus

PORTLAND, Oregon — Jan. 23, 2017 — [Travel Portland](#), the official destination marketing organization for the city of Portland, has hired industry stalwart James Jessie as vice president of convention sales. A national sales manager for Travel Portland's predecessor organization, the Portland Oregon Visitors Association (POVA), in the late 1990s, Jessie has spent the past nearly two decades leading sales efforts at Visit Phoenix in Arizona.

"We are fortunate to be able to expand the Travel Portland sales team with a talent like Jessie," said Jeff Miller, president and CEO of Travel Portland. "His proven skills and accomplishments, passion for our city, and infectious enthusiasm for building Portland into a premier travel destination will be a tremendous asset as we welcome an ever-growing contingent of corporate and leisure travelers."

Since 1999, Jessie has served as senior vice president of sales and services at Visit Phoenix, where he led successful pre-booking efforts and opening production strategies for a city-owned headquarter convention hotel as well as for an expanded convention center. In addition, he was instrumental in directing hotel and convention center sales efforts toward successful bids to host the 2015 and 2008 NFL Super Bowls, 2015 College Football Playoff Championship, 2010 MLB All-Star Game and 2009 NBA All-Star Game.



"This is a bit of a homecoming for me, and I am thrilled to be returning to an organization that is so committed to innovation and positive industry growth," said Jessie. "Travel Portland is already positioning the region as a leader in destination marketing and there is a nice platform here for me to utilize my skills as a complement to the successful work already taking place at Travel Portland."

Prior to his time at POVA, Jessie spent time as national sales and services manager at the Lane County Convention and Visitors Bureau in Eugene, Oregon. He is a member of the American Society of Association Executives, Professional Convention Managers Association, AMC Institute and National Coalition of Black Meeting Planners.

Jessie is a graduate of the University of Oregon in Eugene, where he earned a Bachelor of Science in tourism and recreation management. He is a member of Kappa Alpha Psi Fraternity and the Order of the O, the University of Oregon Alumni Football Players Association.

About Travel Portland

Travel Portland is the official destination marketing organization for the city of Portland, Oregon. Its mission is to strengthen the local economy by marketing the Greater Portland region as a preferred destination for meetings, conventions and leisure travel. For more information on Travel Portland, visit TravelPortland.com.

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