



## **ACVB Announces Promotions**

ATLANTA (Dec. 19, 2002) – The Atlanta Convention and Visitors Bureau (ACVB) recently announced the promotion of Gregory Pierce and Kristen McMahan.

In addition to his previous responsibilities as chief financial officer & vice president of technology, Pierce will now oversee the membership, registration and creative services departments. Oversight will include programming and sales to the ACVB's 1,000 member companies, scheduling and staffing conventions from ACVB's pool of 500 part-time staff, and internal creative support needs. Pierce's new title is chief financial officer and vice president. Prior to joining the ACVB as a financial assistant in 1987, Pierce served for three years as a senior accountant at Pannell Kerr Forster in Atlanta.

Kristen McMahan has been promoted to the position of controller. McMahan will be charged with the execution of the ACVB's \$15.4 million budget, directing the day-to-day financial functions, controlling receivables, payables, revenue and expenses as well as working with the ACVB's auditing firm to ensure a continued, smooth financial operation. McMahan began her career at Arthur Anderson and later developed an independent business as a contract accountant. She has been an employee of the ACVB since January of 2002.

Established in 1913, the ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as premier conventions, meetings and leisure destinations in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism.

For more information on Atlanta, visit [www.atlanta.net](http://www.atlanta.net).

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*Photos available upon request*