



**April 23, 2018**

**For Immediate Release**

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**BRANSON CVB WELCOMES NEW CHIEF MARKETING OFFICER**

*Branson, Mo.* – Jeff Seifried, President /CEO of the Branson/Lakes Area Chamber of Commerce and CVB, announced today that Rachel Wood will be joining the organization as the new Chief Marketing Officer.

Ms. Wood is a Branson High School graduate and received her bachelor's degree from Missouri State University. She was then hired by Leggett & Platt, traveling to many of the company's worldwide locations performing her duties. She returned to Branson as CEO for Outback Properties where for 9 years she oversaw all aspects of operations for the resort. Hired by the Branson Airport in 2008, she was on the original team that built and opened the first privately developed commercial service airport in the U.S. in 2009. She served as Deputy Director of Air Service Development & Marketing and Vice President of the airport's company, FlyBranson Travel.

She has been actively involved in the Branson business community for the last 18 years contributing her service on the following boards: Tourism Community Enhancement District, Branson Chamber, District Marketing Council, Branson/Lakes Area Lodging Association, Tri-Lakes Women's Initiative, and Boys & Girls Club of the Ozarks.

In 2013, Rachel was chosen by Airport Business magazine as one of the "Top 40 under 40 Leaders in Aviation," voted by her fellow peers in aviation in the U.S.

“I am honored to have been chosen to fill this role. I have worked with the team at the Branson/Lakes Area Chamber of Commerce and CVB on many projects over the years and they are topnotch professionals. I look forward to working with the staff and board to promote Branson tourism. I personally have had the pleasure of watching this market develop throughout my career, and I look forward to affecting positive change in the future,” said Ms. Wood.

“We are very happy to welcome Rachel Wood as our new CMO with the talent and experience to fill this important position at the Branson Chamber and CVB,” said Seifried. “Here first day on the job will be May 14.”

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### ***About Branson, Missouri***

*Branson is a one-of-a-kind family vacation destination nestled in the lakeside beauty of the Ozark Mountains with dozens of live performance theaters, three pristine lakes, championship golf courses, an international award-winning theme park, family attractions and museums, a Historic Downtown district, shopping galore, a full range of dining options, and a host of hotels, motels, resorts, RV parks, campgrounds and meeting and convention facilities. Less than one day's drive for one-third of U.S. residents with flights to the Branson Airport (BKG) and nearby Springfield-Branson National Airport (SGF). Call 1-877-BRANSON for help planning your next vacation, convention or reunion. See more at <http://www.explorebranson.com>*