



April 23, 2018

For Immediate Release

Contact:

Jeff Seifried
President/CEO
Branson/Lakes Area Chamber of Commerce and CVB
417-334-4084
JSeifried@BransonCVB.com

Branson CVB Marketing Exec Departs

Branson, Mo. – Jeff Seifried, President/CEO of the Branson/Lakes Area Chamber of Commerce and CVB, announced today that Leah Chandler, CDME is leaving the organization. She has accepted a position of Chief Marketing Officer of Puerto Rico’s newly established Destination Marketing Organization (DMO), working with Brad Dean, recently appointed CEO, who served as the President and CEO of the Myrtle Beach Area Chamber of Commerce for 15 years.

The private, not-for-profit DMO was created in March 2017 through bi-partisan legislation that provides a \$25 million annual investment to manage all global marketing, sales and promotion of Puerto Rico in collaboration with local government and tourism partners. The legislation reflects the government’s philosophy of transferring more responsibilities to the private sector to improve the island’s economic development initiatives.

During Ms. Chandler’s tenure in Branson, she led the brand repositioning effort, and developed and guided the strategic direction of the CVB’s marketing, creative and interactive campaigns. Prior to working at the CVB, Ms. Chandler led the Missouri Division of Tourism account at the St. Louis-based ad agency, H&L Partners.

“We thank Leah for her leadership over the last five years and wish her the best of luck in her new endeavor,” said Seifried. “I expect to announce the new Chief Marketing Officer for Branson very soon.”

###

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>

If you would rather not receive future communications from Branson CVB, let us know by clicking [here](#).
Branson CVB, PO Box 1897 269 State Highway 248, Branson, MO 65615 United States