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## Brandy Evans Joins Visit Winston-Salem as CMO

Photo Available [Here](#)

**WINSTON-SALEM, NC** (April 10, 2024) — Visit Winston-Salem is proud to announce tourism industry veteran Brandy Evans, MBA, CDME, as its new chief marketing officer. In her role, Evans will oversee the strategic planning, development, and implementation of Visit Winston-Salem’s marketing and advertising initiatives. Her duties will encompass brand management, market research, public relations, consumer insights, and digital and social media communications.

“We’re thrilled to welcome Brandy to our team and to this vibrant destination,” said Stephanie Pace-Brown, Visit Winston-Salem President. “Her passion for travel and extensive tourism experience give her keen insight on consumer awareness and engagement, which will be invaluable as we continue to promote Winston-Salem to leisure and business travelers in an increasingly competitive environment.”

Evans began her distinguished 23-year career in tourism in the public relations department of the Shreveport-Bossier Convention and Tourist Bureau. Evans was soon promoted to vice president of communications, a position she would hold with distinction until 2021 when she joined Visit Wichita as vice president of marketing. During her tenure in Shreveport, Evans established a successful communications internship program, personally mentoring numerous young professionals who later flourished in the industry. Further bridging the gap between academics and industry, Evans has served as an adjunct professor at Centenary College, teaching courses in marketing and social media.

Evans’ career is punctuated with numerous high-profile awards and recognitions, including the Top Women in Travel Award, Outstanding Woman in Hospitality, and accolades from the International Association of Convention and Visitor Bureaus. She is also the recipient of multiple Davey Awards and Addy Awards and was a 2012 Athena Leadership Award Finalist. She has served professionally on numerous boards, including the Louisiana Tourism Development Commission, Louisiana Travel Association, and South Central Kansas Tourism Region board of directors, among others.

In addition to her professional achievements, Evans is committed to philanthropy, volunteering her time and expertise to international mission work and several organizations and projects supporting youth literacy and success. A sought-after speaker, she has delivered presentations for the TBEX travel blogger conference, Destinations International, Fit for Life, ESTO, and the Society of American Travel Writers – Central States Chapter. She graduated from LSU Shreveport with a B.A. in Journalism and earned her MBA at Centenary College of Louisiana.

For more information on Visit Winston-Salem, visit [VisitWinstonSalem.com](http://VisitWinstonSalem.com).