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Tweet It: Meet the new executive leadership team @visitphilly: <https://vstphl.ly/2GCCLsb>

**VISIT PHILADELPHIA® PRESIDENT AND CEO
ANNOUNCES EXECUTIVE LEADERSHIP TEAM**

PHILADELPHIA, July 23, 2019 – Jeff Guaracino, president and CEO of VISIT PHILADELPHIA®, today announced the formation of an executive leadership team, comprised of both new and veteran staff, to lead the tourism marketing organization. Under the guidance of Guaracino, who took the helm of VISIT PHILADELPHIA in October 2018, the team includes a chief marketing officer (a new position for the company), a chief financial officer and four other promoted VISIT PHILADELPHIA employees who are all experts in their disciplines. The group’s charge is to position the region for future growth in leisure tourism.

The Executive Leadership Team:

The team is made up of:

- **Rachel Ferguson**, chief innovation and global diversity officer (promoted after six months with organization; she also worked for VISIT PHILADELPHIA from December 2008-July 2012)
- **Neil Frauenglass**, chief marketing officer (new position)
- **Michael Newmuis**, chief of staff, president’s office (promoted after five years with organization)
- **Cindy Ray**, chief financial officer (long-established position; seven years with organization)
- **Jim Werner**, chief tourism officer (promoted after 14 years with organization)
- **James Zale**, chief digital officer (promoted after 17 years with organization)

“VISIT PHILADELPHIA is home to many of the best tourism marketers in the country. I’m proud that our executive leadership team is made up of a diverse group of professionals with Philadelphia ties, national reputations for excellence and varied backgrounds and experiences,” said Guaracino. “As our company and industry evolve in these ever-changing times, the Board and I are confident that this strong team will collaborate to help our company achieve and excel at our mission of boosting the region’s image and making it an increasingly popular destination for four generations of travelers.”

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CMO Background:

A veteran of New York's McCann Erickson agency, Neil Frauenglass will lead VISIT PHILADELPHIA's advertising, communications and social media teams.

Frauenglass spent 20 years with McCann Erickson, serving most recently as executive vice president, co-head of account management. He worked on strategy and brand development for many of the agency's key accounts, including Qualcomm, Choice Hotels, OppenheimerFunds, Verizon Fios, Office Depot/Office Max, Staples, Kohl's and NASDAQ. Before joining VISIT PHILADELPHIA, Frauenglass worked as executive vice president/managing director, account management and strategy at Philadelphia's Tierney agency. He currently lives in Philadelphia's Old City neighborhood, where he serves as president of the Elfreth's Alley board of directors and owns 36 Craven design studio.

VISIT PHILADELPHIA® is our name and our mission. As the region's official tourism marketing agency, we build Greater Philadelphia's image, drive visitation and boost the economy.

On Greater Philadelphia's official visitor website and blog, visitphilly.com and uwishunu.com, visitors can explore things to do, upcoming events, themed itineraries and hotel packages. Compelling photography and videos, interactive maps and detailed visitor information make the sites effective trip-planning tools. Along with Visit Philly social media channels, the online platforms communicate directly with consumers. Travelers can also call and stop into the Independence Visitor Center for additional information and tickets.

Note to Editors: For high-resolution photos and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of visitphilly.com/mediacenter.