

CONTACTS: Cara Schneider
(215) 599-0789, cara@visitphilly.com
Deirdre Hopkins
(215) 599-2291, deirdre@visitphilly.com
Tweet Us: [@visitphillyPR](https://twitter.com/visitphillyPR)

VISIT PHILADELPHIA® ANNOUNCES TWO NEW BOARD MEMBERS
Cozen O'Connor's James Schultz, Penn's Tony Sorrentino Join Organization's Board

PHILADELPHIA, January 15, 2020 – VISIT PHILADELPHIA® announced today that it has welcomed James D. Schultz, chair, government & regulatory, Cozen O'Connor, and Tony Sorrentino, assistant vice president, office of the executive vice president, University of Pennsylvania, to its board.

“We are pleased to have both Jim and Tony join our board,” said Manuel Stamatakis, board chairman, VISIT PHILADELPHIA. “They each are outstanding, successful individuals who understand the importance of civic responsibility and will be great additions to our board. Their passion for our city will greatly benefit our organization as it approaches its 25th year.”

James D. Schultz:

James D. Schultz is chair of the Government and Regulatory Practice at Cozen O'Connor, where he provides counsel to major corporations and institutional clients on legal matters before the federal government and state agencies. He also handles matters that have the potential to garner media attention. Schultz has served in various high-profile government positions, including Senior Associate Counsel and Special Assistant to the President of the United States in the Office of White House Counsel during the first year of the Trump Administration and General Counsel to the Commonwealth of Pennsylvania under Governor Thomas W. Corbett. He currently serves as a close advisor to many sitting federal, state and local elected officials. Schultz is a legal and political contributor on CNN, appearing often on AC360 and Cuomo Prime Time.

Active in the community, Schultz was recently appointed by Governor Tom Wolf to the board of directors for the Philadelphia Shipyard Development Corporation and serves on the board of councilors for The Pennsylvania Society and the board of trustees for Rosemont College. He previously served on the President's Leadership Council for Drexel University and the boards of directors for the Philadelphia Freedom Valley YMCA and Pennsylvania Legal Aid Network. Schultz resides in Philadelphia and is a graduate of Temple University and Widener University Commonwealth Law School.

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Tony Sorrentino:

Since 2000, Tony Sorrentino has been deeply engaged in the planning and positioning of the University of Pennsylvania — supporting key elements of its strategic plan, the Penn Compact — with a focus on Penn’s economic development efforts. Sorrentino develops and manages the implementation of the marketing communications strategies of Penn’s business units and portfolio through a mix of web presence, media relations, advertising, branding and stakeholder engagement. In 2013, he prepared the economic development strategy that would become the Pennovation Works, the university’s innovation-based campus, and led the development of its brand identity and the marketing communications campaign for the facility’s launch. Sorrentino has also played key roles in Penn’s Climate Action and Sustainability Plan and Penn Connects — the 30-year campus development plan — and produces Penn’s Economic Impact reports. Before joining Penn, he was director of marketing and communications for the Greater Philadelphia Cultural Alliance and public relations director for The Franklin Institute.

A Chestnut Hill resident, Sorrentino is a graduate of La Salle University and the University of Pennsylvania School of Design. This Philadelphia faithful has also volunteered his time as a communications strategist for three of the city’s largest events: 2016’s Democratic National Convention, 2015’s World Meeting of Families and 2000’s Republican National Convention.

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.