

CONTACTS: Nicole Cashman
nicole@cashmanandassociates.com

**VISIT PHILADELPHIA® BOARD OF DIRECTORS ANNOUNCES SEARCH
FOR NEW PRESIDENT & CEO**

PHILADELPHIA, January 13, 2022 – VISIT PHILADELPHIA® today announced that they have engaged a leading executive search firm, Diversified Search Group, to identify a new president and CEO to succeed Jeff Guaracino following his recent passing.

“Jeff Guaracino was a dedicated champion of Philadelphia and VISIT PHILADELPHIA. He launched innovative programs and helped steer the industry’s regional economic recovery throughout the pandemic,” said Manuel N. Stamatakis, Chair of the Board of Directors. “Tourism and hospitality are critical to our region’s economic success, and we look forward to working with Diversified Search Group once again to find an executive with industry experience and a mission-focused drive to lead the organization’s impactful work into the future.”

Throughout the pandemic, VISIT PHILADELPHIA has worked closely with industry partners, launching a series of marketing initiatives to help drive business back to hotels, attractions, restaurants and shops hit hard by COVID-19. These initiatives have spurred visits, driven economic recovery and generated hundreds of positive media placements.

Qualified candidates interested in being considered for the position should contact Leslie Pickus Mazza, senior vice president, search operations & quality, Diversified Search Group, at lmazza@divsearch.com. [View Position Description](#).

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. 6th & Market Streets, (800) 537-7676

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