

Andy Williams Named Executive Director of Visit Roswell



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Roswell, Georgia – Visit Roswell, the convention and visitors bureau for the suburban city north of Atlanta, will have a new leader with the start of 2019. Andy Williams, a recognized star in the industry, has been named Executive Director of the organization effective January 1.

Williams is currently Director of Sales for Destination South Meetings + Events, a DMC Network Company, which is based in Atlanta. He is a Certified Meeting Professional (CMP) through the Events Industry Council and a Travel Marketing Professional (TMP) through the Southeast Tourism Society.

A graduate of Young Harris College with an Associate of Science degree and Georgia Southern University with a Bachelor of Science: Tourism & Commercial Recreation, Williams began his tourism career as a Project Coordinator with the Madison-Morgan Convention and Visitors Bureau in Madison, Georgia in 2007. In 2011, he became a Sales Manager for the Dunwoody Convention & Visitors Bureau, where he later became Director of Sales.

“Andy has the technical skillset, creativity, and energy to move us forward in our effort to bring more visitors to Roswell,” according to Ken Davis, Chair of the Visit Roswell Search Committee and President – North Georgia Region for Renasant Bank. “Coupled with his career experience in destination marketing, we are excited to have him lead our team.”

Earlier this year, Dotty Etris, Visit Roswell’s first and only Executive Director, announced her plans to retire at the end of 2018. She has served in the position since 1992. Former Roswell Mayor W.L. “Pug” Mabry appointed a Tourism Study Committee in 1991 that led to the creation of today’s organization.

Williams has received several awards in his career, including Rookie Rotarian of the Year (2008-2009); Historic Heartland Travel Association Member of the Year in 2010; Meeting Professionals International - Georgia Chapter’s Rising Star of the Year in 2013; and Special Events Magazine’s 25 Young Event Pros to Watch in 2018.

“Roswell is a destination made up of a growing number of amazing assets in terms of tourism – a community with a great story to tell,” Williams says. “I look forward to building upon the foundations that have been established by Dotty. With new hotels scheduled for construction in Roswell and the mix of existing venues, I believe there is an excellent opportunity to grow the economic impact of Visit Roswell.”

Williams and his wife Ryan, have two children. They currently live in Cumming, Georgia with plans to move to the Roswell area next year.

“The Search Committee led a very organized and transparent process to find the right executive to serve in this role,” according to Davis. “We had candidates from across the United States and Canada apply for the position. Now our focus will be on a smooth transition from Dotty to Andy.”

In addition to Davis, other members of the search committee included: Bill Hardman, retired, Southeast Tourism Society; Jim Harner, City of Roswell; Don Howard, retired, Synovus; Lonnie Mimms, Mimms Enterprises; Jeff Petrea, Georgia Power Company; and Nancy Yilmaz, Roswell Dance Theatre and Tolbert Yilmaz School of Dance.

Earlier this year the Board of Roswell Inc and Visit Roswell changed its name to Roswell Economic Development and Tourism, Inc. The 501(c)(6) non-profit continues to operate the public presence of both tourism and economic development programs under their respective brand names. Changing the name allows the organization to better and more fully reflect the scope of work of both entities which continue to operate under separate leadership and individual contracts with the City of Roswell for delivery of specific services.

The executive search was conducted by The Chason Group, a Georgia-based executive search firm specializing in tourism, economic development, chambers of commerce, foundations and other non-profit organizations.