

Woitena Named President and CEO of VisitColumbusGA

(Columbus, GA - March 2025) Ashley Woitena has been named the President and Chief Executive Officer of VisitColumbusGA, the organization responsible for promoting tourism for Columbus, Georgia. The announcement was made by Pace Halter, Chair of the VisitColumbusGA Board and Lauren Becker, Chair of the Search Committee.

Woitena is replacing long-term tourism leader Peter Bowden, who retired from the convention and visitors bureau at the end of 2024.

“With her extensive background in destination marketing and economic development, Ashley brings an impressive level of experience and leadership to this role,” according to Halter. “Her deep ties to Columbus, combined with her ability to drive tourism and strategic partnerships, make her an outstanding candidate to lead VisitColumbusGA into its next chapter.”

Lauren Becker, Chair of the Search Committee, added, “Ashley’s dedication to Columbus and her strategic vision for its future makes her an exceptional candidate. We are confident that her leadership will foster ongoing growth and innovation at VisitColumbusGA.”

Woitena has served in various leadership roles at VisitColumbusGA for over 17 years, with her most recent position as Senior Vice President. She has been essential in the development and execution of innovative tourism campaigns, strengthening relationships with key stakeholders, and managing high-impact events that have contributed significantly to the local economy. She also played a pivotal role in fostering partnerships between VisitColumbusGA and Fort Moore G3 Office as well as coordinating with tourism industry leaders across the region.

Woitena is a graduate of Columbus State University with a Bachelor’s in Business Administration (Management) and a Master’s of Business Administration from Troy University. She is a Certified Destination Management Executive (CDME) and holds multiple industry certifications, showcasing her dedication to advancing tourism and hospitality initiatives in the region.



New Contact Information

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“I am honored to be selected to lead VisitColumbusGA and continue building on the organization’s success,”
Woitena states. “Columbus is a vibrant and dynamic city, and I am excited to further enhance our destination’s
appeal and economic impact.”

The Chason Group, an executive search firm specializing in economic development organizations, chambers of
commerce, foundations, and other nonprofit groups, assisted VisitColumbusGA with the search process.