



FOR IMMEDIATE RELEASE

March 16, 2018

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***MEDIA ALERT***

**Visit Tri-Cities Announces New Leadership with the Selection of Michael Novakovich as President & CEO**

Tri-Cities, Wash. – Visit Tri-Cities is pleased to announce the selection of Michael Novakovich as its new President & CEO, succeeding Kris Watkins who will retire after 24 years of leading the regional destination marketing organization.

“I am proud to join Visit Tri-Cities and build on Kris’ impressive legacy,” said Michael. “As a long-time Tri-Citian, I am looking forward to establishing strong relationships and collaborating with the Visit Tri-Cities Board of Directors, city leadership, hoteliers, port districts, membership and the community to grow the region’s reputation as a premier destination and further unlock the potential of the Tri-Cities.”

Michael has a strong background in corporate strategy, marketing and executive leadership. He most recently served as the Director of Strategy & Business Development at the Tri-Cities Cancer Center. During his tenure, Michael earned national recognition for his efforts in leading the development and implementation of strategic initiatives, fostering strategic partnerships and the execution of effective marketing, public relations and communications strategies. Prior to his post at the Tri-Cities Cancer Center, Michael was the Production Manager at Esprit Graphic Communications, Inc., where he successfully transitioned the organization from a graphics communications company to a marketing services provider. He is also an adjunct Professor of Marketing at Heritage University.

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Michael earned both his Bachelor of Arts in Business Administration with a minor in Human Resources and Master of Business Administration with a Certificate in Marketing from Washington State University.

“With his ability to develop strong partnerships, visionary leadership style and experience in building innovative marketing strategies, Michael will be a tremendous asset to our organization,” said Steve Simmons, Chairman of the Visit Tri-Cities Board of Directors.

Michael will assume responsibilities on April 9, 2018. In preparation, Michael will collaborate with the Board of Directors, Kris and staff to ensure a smooth transition until Kris’ departure on April 6.

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*Visit TRI-CITIES is a 501(c)(6) non-profit destination marketing organization which provides tourism-related marketing and management services for the Tri-Cities region serving a membership of more than 800 businesses.*