

Asheville Convention & Visitors Bureau Contact Information

Executive Office

Marla Tambellini, Interim Executive Director
828.258.6138 mtambellini@exploreasheville.com

Jonna Reiff, Executive Coordinator
828.258.6111 jreiff@exploreasheville.com

Lauren Harris, Administrative Assistant (event calendar)
828.258-6102 lharris@exploreasheville.com

Marketing & Public Relations Department

Marla Tambellini, Deputy Executive Director
828.258.6138 mtambellini@exploreasheville.com

Dodie Stephens, Senior Communications Manager (media relations, destination PR outreach)
828.257.4959 dstephens@exploreasheville.com

Cate Marvill, Senior Project Manager (community outreach, wayfinding, TPDF, AshevilleCVB.com)
828.210.2724 cmarvill@exploreasheville.com

Peter Askew, Senior Digital Strategist
828.257.4960 paskew@exploreasheville.com

Cat Kessler, Marketing & Public Relations Assistant (images, media relations, destination PR outreach)
828.258.6135 ckessler@exploreasheville.com

Derek Mislter, Web Manager (event calendar, all ExploreAsheville.com content)
828.232.2243 tlee@exploreasheville.com

Del Holston, Online Relations Manager (social media relations, e-newsletter, Asheville Travel blog)
828.258.6125 dholston@exploreasheville.com

Sales and Group Services

Dianna Pierce, Assistant Vice President
828.258.6108 dpierce@exploreasheville.com

Desiree Monstrola, Senior Sales Manager
828.258.6133 dmonstrola@exploreasheville.com

Kinsay Norris, Sales Guru
828.258.6121 knorris@exploreasheville.com

Carli Adams, Convention & Motorcoach Services Manager (provides service and assistance to incoming groups, spouse programs)
828.258.6106 cadams@exploreasheville.com

Heather Backer, Leisure Travel Manager (group tours, packages, coupons and deals pages)
828.258.6139 hbacker@exploreasheville.com

Helena Smuckler, Sales & Service Coordinator (weddings)
828.258.6102 hsmuckler@exploreasheville.com

Visitor Services (Asheville Visitor Center)

Tom Roberson, Director of Visitor Services (sponsorship, Visitor Center)
828.258.6103 troberson@ashevillechamber.org

Mary Ramsey, Retail Manager of the Asheville Shop
828.210.2721 mr Ramsey@ashevillechamber.org

Charlie Reed, Information Specialist
828.258.6109 creed@ashevillechamber.org

Elaine Rich, Concierge
828.210.2720 erich@ashevillechamber.org