



## **Leah Chandler, Chief Marketing Officer, Branson Convention and Visitors Bureau**

Leah is the Chief Marketing Officer for the Branson Convention and Visitors Bureau. As the CMO, Leah is charged with providing strategic marketing leadership for the organization. Leah is also responsible for the oversight of the CVB's paid media, advertising creative, public relations, brand development and management, publications and interactive direction and functions.

Prior to her move to Branson, Leah led the Missouri Tourism account at H&L Partners, the agency of record for the Missouri Division of Tourism. In this role, Leah developed and guided the strategic direction of the Division's marketing, managing paid and earned media, creative and interactive development, and campaign implementation. Leah led Missouri Tourism's rebranding effort in 2013, introducing a new brand identity and corresponding campaign featuring "Enjoy the Show."

Leah is a veteran of the travel and tourism industry, having directed the Indiana Tourism account for five years prior to joining H&L Partners. Leah's advertising and marketing experience in the tourism and travel sector also includes The Indianapolis Zoo, Caesar's Casino, St. Elmo Steakhouse and the Indiana Department of Natural Resources.