



City of Glendale
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GLENDALE ANNOUNCES INTERIM ADMINISTRATOR OF THE CONVENTION & VISITORS BUREAU

GLENDALE, Ariz. --- Glendale City Manager Kevin Phelps has appointed Glendale Civic Center Administrator Diane Williams as the interim administrator of the city's Convention & Visitors Bureau. Williams brings with her 30 years of experience in the hospitality industry, including 17 years serving at Glendale's Civic Center. She will transition into her new position next week.

The Convention & Visitors Bureau ("Visit Glendale") manages tourism programs for the city of Glendale and the West Valley region. The staff and volunteers work to inspire and welcome visitors from across the world as they spread the word about the various attractions in Glendale and around the state.

"Diane brings a great deal of passion for and proven experience in the hospitality industry and we are fortunate to have a long-time employee stepping into this important role," said Glendale City Manager Kevin Phelps. "Having served as the administrator of the Civic Center, she understands the city of Glendale and how to showcase it as an ideal destination for travelers."

"I am very honored to be chosen for this position and look forward to the opportunity to work with the Convention & Visitors Bureau team to increase tourism for Glendale and the West Valley," said Diane Williams. With my 14 years of experience in the hotel industry, this is a natural progression in my professional career."

Since 2015, Williams has been the Glendale Civic Center's administrator where she has

overseen day-to-day operations, including event bookings, contracts, sales and budget matters.

Glendale's Civic Center hosts top-quality meetings and events, offering 40,000 sq.ft. of flexible space and catering. Under her leadership, the Civic Center has maintained *AZ Business Magazine's Ranking Arizona* publication's #1 ranking for the 6th consecutive year in the medium-sized convention center category. Williams joined the Civic Center's staff in 2001 as an event coordinator and was responsible for bookings and coordinating all arrangements including the event set-up, audio-visual and food and beverage needs.

Prior to coming to Glendale, Williams worked in the hotel industry for 14 years, serving in a senior management position as director of catering and conference services at the Hilton Phoenix Airport Hotel and before that as the senior catering and conference services manager at the Sheraton Crescent Hotel.

Williams holds a Bachelor of Science Degree in Business Administration from Northern Arizona University's School of Hotel and Restaurant Management.

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