

FOR IMMEDIATE RELEASE

**NEWPORT BEACH & COMPANY APPOINTS ASHLEY JOHNSON
AS NEW SENIOR VICE PRESIDENT & CHIEF MARKETING OFFICER**

*Iconic Luxury Destination Welcomes Distinguished Industry Executive
Ashley Johnson to Spearhead Marketing Strategy*

NEWPORT BEACH, CALIF. (September 22, 2022) – Newport Beach & Company, the global destination marketing agency for the city of Newport Beach, today announces the appointment of Ashley Johnson, CDME as its new Senior Vice President and Chief Marketing Officer. An award-winning executive, industry veteran and top businesswoman in Orange County, Johnson is tapped to propel Newport Beach & Company’s illustrious full-service destination marketing into its next chapter.

In her new role starting on Oct. 3, 2022, Johnson joins the Newport Beach & Company C-Suite to take the helm of the marketing department as the new architect of its storytelling, advertising, communications, social media, content, digital, creative, business intelligence and community relations. Her mission is to continue sparking global passion for Newport Beach, bringing the global jetsetter to its shores which drives revenue to all corners of the destination.

“With tourism as a top economic driver for the city of Newport Beach that brings millions of dollars to benefit public services, provide jobs and keep local businesses thriving, we were prudent in our search to find the right person with the right vision to target visitors within a competitive California tourism landscape,” says Gary Sherwin, President & CEO, Newport Beach & Company. “After a judicious process, we are pleased to announce Ashley Johnson as our new chief marketing officer who is the absolute best person for this vital role in the community. With her local destination marketing expertise, creative vision, discerning business acumen, and industry accolades, she is ready to hit the ground running and make positive impacts in Newport Beach.”

Johnson joins Newport Beach & Company with sixteen years of marketing and communications experience in the hospitality industry, having spent the lion’s share of her career in a variety of leadership roles at local DMO, Visit Laguna Beach. Most recently, Johnson headed up the organization as President & CEO, where she oversaw operations, marketing, media relations, community relations, advocacy, staff management/administration and the official visitors center.

“I have followed Newport Beach & Company closely throughout my career and have long-admired its entrepreneurial spirit and impactful 360° marketing initiatives which have clearly resulted in a remarkable presence among visitors and within the national tourism industry,” says Ashley Johnson, senior vice president and chief marketing officer, Newport Beach & Company. “As I spend most of my free time and weekends frequenting the beaches, outstanding restaurants and local businesses in Newport Beach, I am thrilled to be representing a city that I personally love and have created wonderful memories in. I look forward to building on the momentum in place and working collaboratively with the team, board of directors, hospitality partners and community.”

Johnson received her Certified Destination Management Executive (CDME) accreditation in 2015 and serves on numerous industry boards and committees including Destinations International, Destination Marketing Association of the West, Visit California and the California Travel Association. She is a proud winner of several prestigious awards including an Emmy Award for Outstanding Achievement in

Children’s Programming; Top Businesswomen in Orange County by the *Orange County Business Journal* in 2021; a 2020 Poppy Award for “Best Overall Brand Identity” by Visit California; an Addy Award for Best Integrated Marketing Campaign; Best Dining Tourism Program in the Country; Best Destination Marketing Campaign in California; Best Social Media Campaign in the Country to Promote a Destination; and was named one of “30 Emerging Leaders Under 30” by the California Travel Association.

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ABOUT NEWPORT BEACH & COMPANY/VISIT NEWPORT BEACH:

Founded in January 2013, Newport Beach & Company is a non-profit organization established to serve as the official marketing agency for the city of Newport Beach. The agency brings together all of the marketing entities connected to the Newport Beach brand, and is designed to oversee separate business units that include Visit Newport Beach, Celebrate Newport Beach, Enterprise Newport Beach and Newport Beach TV. For more information, please go to VisitNewportBeach.com.

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