



FOR IMMEDIATE RELEASE

**PRESIDENT AND CEO GARY SHERWIN OF NEWPORT BEACH & COMPANY HONORED IN
ORANGE COUNTY BUSINESS JOURNAL'S OC 500 DIRECTORY OF INFLUENCE**

*CEO Named to OC 500 List for Building
Award-Winning Destination Marketing Organization*

NEWPORT BEACH, CALIF. (November 21, 2022) – Newport Beach & Company, the global destination marketing agency for the city of Newport Beach, today announces that Orange County Business Journal has named President and CEO Gary Sherwin to the OC 500, a ranking of business leaders in Orange County, California. The OC 500 honors 500 influential business leaders who continue to have a driving impact on economic growth in Orange County. The list features the most powerful business leaders influencing and leaving their mark on Orange County. Featured executives are selected after months of extensive research in dozens of industries and business categories that dominate the county.

As Newport Beach & Company's President and CEO, Sherwin has been recognized for overseeing the destination-marketing organization and its subsidiaries, which promote the city of Newport Beach, California as a premiere luxury leisure and meetings destination. Being recognized in the Hospitality category of the OC 500, Sherwin has created the destination-marketing organization of the future where six stand-alone business units work together to promote the city of Newport Beach, including all tourism, conferences, economic development, signature events, restaurants and the local TV station. Sherwin is at the forefront of making tourism a top economic driver for the city of Newport Beach that generates millions of dollars to benefit public services, provide jobs, keep local businesses thriving and improve the quality of life for the community.

"At Newport Beach & Company, our dynamic and innovative organization works collaboratively with our community partners to create and execute marketing plans that meet each business unit's objectives, while strengthening the Newport Beach brand as a whole and driving revenue to the city," says Gary Sherwin, President and CEO, Newport Beach & Company. "Because of this, I am deeply honored to be recognized alongside such an impressive group of individuals in Orange County who make such a tremendous impact on this community daily."

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ABOUT GARY SHERWIN, PRESIDENT AND CEO OF NEWPORT BEACH & COMPANY:

A 33-year hospitality industry veteran, Gary C. Sherwin, CDME, APR has served as President & CEO of Newport Beach & Company since 2013 and its tourism business unit, Visit Newport Beach Inc. since 2006. Sherwin is responsible for overseeing the community marketing organization promoting Newport Beach, California as a premiere luxury destination.

Sherwin also served as the Chairman of the Washington DC-based Destinations International, the trade association for global destination marketing organizations. Sherwin is past chairman of the Orange County Visitors Association and is also the past chairman of the California Travel Association, the state's leading umbrella tourism advocacy organization. He also sits on the Board of Directors for the US Travel Association. He has previously worked for the destination marketing organizations in Los Angeles and Palm Springs.

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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