



Media Release  
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## MCVB appoints Director Sales Development

Sandra Chipchase, CEO of the Melbourne Convention + Visitors Bureau (MCVB) announced the appointment today of Ms Lisa Pile to the position of Director, Sales Development with the Bureau.

"Lisa's vast international experience in tourism and business events, marketing and sales delivery will add tremendous strength to the MCVB team," Ms Chipchase said.

"Lisa brings extensive national media and public relations experience, plus hotel catering, sales and marketing experience in Darwin and Sydney with several leading chains such as Radisson and Sebel plus four years in the China market with postings in Chengdu, Beijing and Shanghai."

Most recently Lisa held the position of Area Director, Tanzania, of Marketing & Sales in Dar es Salaam and Zanzibar with Kempinski Hotels.

"This appointment is key to building Melbourne's profile and success as a premier business events destination," Ms Chipchase said.

Lisa will manage the Bureau's bid development and sales team and report directly to MCVB's GM Sales, Mike Williams. Lisa will commence on 2<sup>nd</sup> October.

Lisa holds a Business Degree in Marketing and International Relations.

**Ends**

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