

PRESS RELEASE

Wednesday, 5 October 2011

Karen Bolinger Announced as New CEO of MCVB



Chairman of the Melbourne Convention + Visitors Bureau (MCVB), Mr Chris Barlow, has today announced that Karen Bolinger has been appointed to the position of Chief Executive Officer (CEO) of MCVB.

Ms Bolinger has more than 20-years of industry experience. She has a strong background in branded sales and marketing across a diverse group of sectors, along with well-established venue and tourism industry relationships and high-level marketing skills.

In her most recent role of three years, she was the General Manager Strategy and Marketing for the Royal Agricultural Society of NSW (RAS) where she was responsible for the development and implementation of strategic plans to support the growth of all brands across the RAS, most notably the Sydney Royal Easter Show and the Sydney Showground.

Prior to this, Ms Bolinger worked at the Sydney Convention and Visitors Bureau (SCVB), where she held the position of General Manager for seven years. That role saw her manage the SCVB's business operations, which included finance, marketing services, strategic alliances, membership and the research and sales teams.

Ms Bolinger has significant experience across the hospitality industry with positions as Director of Sales and Marketing for the Sheraton on the Park in Sydney and Director of Sales for the Renaissance Sydney Hotel.

"Melbourne is Australia's leading business events capital and I look forward to working with the city and team to continue to build the momentum created," Ms Bolinger said.

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When making the announcement, Mr Barlow said that Karen Bolinger was the stand out from an extremely strong field of candidates.

“On behalf of MCVB I would like to officially welcome Karen to the Bureau. She will be leading an excellent team,” Mr Barlow said.

“Throughout the recruitment process, Karen proved she had the required skills, motivation and passion for the role and for the business events industry, and will certainly be in a position to build on the outstanding and record-breaking success of MCVB.”

Minister for Tourism and Major Events, the Hon Louise Asher, said “I congratulate Karen Bolinger on her appointment to the CEO position.

“The business events industry is the highest yielding sector of the Victorian tourism industry and I look forward to MCVB continuing its role as a major collaborator driving business events to Melbourne and regional Victoria,” Ms Asher said.

Karen will commence her role at MCVB on 7 November, 2011.

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