



**Charlene Lopez**  
**Vice president, sales**  
**Atlanta Convention & Visitors Bureau**

Charlene Lopez leads sales initiatives for Atlanta Convention & Visitors Bureau (ACVB) through events, lead generation and customer engagement to increase hotel room night bookings across the city.

Lopez currently serves as chair of American Society of Association Executives' (ASAE) Industry Partner Alliance Committee and sits on the Maritz DMO advisory board. From 2015-2020, she served on the Professional Convention Management Association's (PCMA) Southeast Chapter board.

Lopez's experience working in hospitality spans 18 years. She joined ACVB in June 2012 as sales manager, national accounts, focusing on association and corporate business. She was promoted to director, citywide sales in October 2019. Her career includes roles with Omni Hotel at CNN Center as director of sales, associate director of sales at Hyatt Regency Atlanta and associate director of sales, sales manager and business travel manager at Hyatt Regency Hill Country Resort and Spa.

Lopez earned her bachelor's degree in English from Texas A&M University and master's degree in human resource development from Tarleton State University. Originally from San Antonio, she now resides in East Cobb with her husband Chris and they are proud parents of five children.