



**Gregory N. Pierce**  
**Executive vice president, chief administrative office and chief financial officer**  
**Atlanta Convention & Visitors Bureau**

As executive vice president, chief administrative officer and chief financial officer, Gregory N. Pierce is responsible for all administration, financial, accounting, reporting, human resources, research, technology functions, and the publishing company of Atlanta Convention & Visitors Bureau (ACVB) and its related subsidiaries, reporting directly to the CEO and board of directors.

Pierce serves on ACVB's subsidiary companies boards, including ACVB Enterprises, Ltd. and ACVB Foundation, Inc. ACVB's publishing company, Discover Atlanta Publishing, reports to Pierce. He is directly involved in setting the strategy for metro Atlanta's hospitality industry, which normally drives annual visitor spending of around \$16 billion.

Pierce is recognized as a leader in the destination marketing industry and the arts community. He sits on the board of directors of 7 Stages Theatre and CORE Dance as well as on the advisory board of Colton Ballet Company. He previously served on the boards of Beacon Dance Company and the dance panel for Georgia Council for the Arts, where he traveled the state of Georgia reviewing dance companies applying for state funding.

Prior to joining ACVB in 1987, Pierce worked with Pannell Kerr Forster, an international certified public accountant firm. He is a native Atlantan and a graduate of Emory University's Goizueta Business School as well as an alumnus of Leadership Atlanta's Class of 2001.