



**Charlene Lopez**  
**Executive vice president and chief sales officer**  
**Atlanta Convention & Visitors Bureau**

As executive vice president and chief sales officer of Atlanta Convention & Visitors Bureau (ACVB), Charlene Lopez oversees the bureau's programs to increase visitation to Atlanta through meetings, events and conventions. Under Lopez's leadership, ACVB's sales team helps secure meetings and conventions of all sizes that contribute to the overall economy for the city of Atlanta.

Lopez sits on Atlanta Sports Council's board of directors as well as Martiz's DMO Customer Advisory Board and Strategic Partners Advisory Board. Additionally, she is the immediate past chair of American Society of Association Executives' (ASAE) Industry Partner Alliance committee and served on Professional Convention Management Association's (PCMA) Southeast chapter board from 2015-2020.

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.