



Pholeta Alexander
Vice president, technology and facilities
Atlanta Convention & Visitors Bureau

With an established track record spanning over two decades in the hospitality and technology sectors, Pholeta Alexander plays a pivotal role at the Atlanta Convention & Visitors Bureau (ACVB). She is entrusted with the vital functions of steering technological initiatives and overseeing facilities management, ensuring that the organization remains on the cutting edge of both realms. Under her guidance, ACVB has efficiently harnessed the benefits of on-premise and cloud solutions, enriching its offerings with advanced conferencing tools, sales enhancements, and robust network strategies.

A notable achievement under her leadership was the meticulous management of the expansive renovation of ACVB's 32,000 sq. ft. central office. At the industry forefront, Alexander actively contributes to the Simpleview User Group committee, representing ACVB and shaping the trajectory of the destination management system. Her leadership ethos centers around leveraging technology to bolster business operations while maintaining a steadfast dedication to service quality.

Since joining ACVB in 2004, Alexander has been at the heart of several transformative initiatives. She was instrumental in introducing the pioneering lead response system, which streamlined RFP bid data integration into the CRM, ushering in a new era of operational efficiency. She also played a key role in conceptualizing a comprehensive member portal, enhancing the breadth and depth of member interactions. As a longstanding contributor to the Ungerboeck Steering Committee, her insights and initiatives, particularly the empowerMint interface and a tailored event entry system, have augmented ACVB's digital outreach.

Prior to her tenure at ACVB, Alexander honed her expertise at Greater Birmingham CVB starting in 1997, where she undertook roles that cemented her reputation in lead distribution coordination and technology management. These experiences shaped her into the transformative leader she is today in Atlanta.

On the academic front, Alexander is an esteemed graduate of Faulkner University, holding a Bachelor's in Business Administration. Further solidifying her business acumen, she earned an MBA from the University of Phoenix, showcasing her prowess in both technological and managerial facets.