



**Andrew Wilson**  
**Executive vice president and chief marketing officer**  
**Atlanta Convention & Visitors Bureau**

As executive vice president and chief marketing officer, Andrew Wilson leads all marketing initiatives for Atlanta Convention & Visitors Bureau (ACVB). Wilson is responsible for developing compelling content to promote Atlanta across digital, social and traditional marketing channels.

He works with ACVB members and the city's key stakeholders to help amplify their messaging and grow Atlanta's official destination presence. Passionate about technology, Wilson is currently innovating the way destinations will leverage the metaverse to support their customers. Under his leadership, ACVB's marketing team continues to earn numerous innovation and creativity awards including a Platinum Hermes Creative Award and a Gold MarCom Award for its On A Different Level campaign.

Wilson's previous role as chief operating officer for Brand Atlanta, a not-for-profit, city-led initiative to develop and promote a singular brand identity for Atlanta. He began his career at consumer marketing company Procter & Gamble, where he spent more than a decade working in Europe and South America on a wide range of product categories. He held leadership positions in business development, marketing, corporate branding and product positioning with companies such as Cap Gemini and Alliance Consulting.

A resident of Atlanta since 2002, Wilson has also lived and worked on four continents which has given him a broad perspective to critically evaluate the destination product. Wilson holds a Bachelor of Science degree in chemical engineering from University of Cape Town in South Africa and has dual citizenship in the United States and United Kingdom.