



Jason Lusk
Vice president, sales
Atlanta Convention & Visitors Bureau

Jason Lusk 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.

Lusk's experience in the hospitality industry spans nearly 30 years. Prior to ACVB, Lusk served as associate vice president of convention sales at Visit Denver where he managed the organization's citywide sales efforts. His career also includes roles with Visit Baltimore as D.C. regional sales manager and P.W. Feats, Inc. as director of destination management.

Lusk is currently affiliated with American Society of Association Executives (ASAE), Meeting Professionals International (MPI) and Professional Convention Management Association (PCMA). He earned his bachelor's degree in geography from University of North Carolina at Chapel Hill.