



Pholeta Alexander
Vice President, Technology and Facilities
Atlanta Convention & Visitors Bureau

Pholeta Alexander serves as vice president, technology and facilities for Atlanta Convention & Visitors Bureau (ACVB), where she leads enterprise technology strategy, infrastructure modernization and facilities operations across the organization's central and satellite offices. With more than 20 years of hospitality technology leadership experience, she plays a critical role in aligning innovation with business performance, operational efficiency and destination growth.

Under her leadership, ACVB has successfully integrated cloud and on-premises technologies to strengthen cybersecurity, analytics and organizational resilience. She oversees network architecture, systems governance and business continuity planning while advancing a data modernization strategy that unifies CRM, finance, content and event platforms into a cohesive framework. This integrated environment supports automation, informed decision-making and scalable infrastructure, particularly as Atlanta prepares to host major national and international events.

In partnership with Showcase Atlanta, Alexander led the development of a centralized database for small businesses, supported by a structured application and approval workflow. The platform enables businesses to manage their own content, streamlines internal review workflows and publishes approved listings to a citywide directory for visitors attending major events and seeking local services.

Since joining ACVB in 2004, Alexander has spearheaded initiatives that have streamlined processes and expanded digital capabilities, including the development of the industry's first lead response system and the creation of a robust member portal to enhance engagement and efficiency. She contributed to the early evolution of the empowerMint interface and built a customized event entry system that feeds the calendar of events on discoveratlanta.com.

Alexander serves as a board member of Georgia Association of Convention & Visitors Bureaus and previously represented ACVB on the SimpleView and Ungerboeck Systems User Group Committees. She holds a bachelor's degree from Faulkner University and a master's degree in business administration from University of Phoenix.