



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 serves on the boards of Atlanta Sports Council and Georgia Leadership Institute for School Improvement (GLISI). She is a member of ASAE AMC Leaders advisory group, and her past leadership roles include service as chair of ASAE Industry Partner Alliance committee and on the PCMA Southeast chapter board (2015-2020).

Lopez's experience in hospitality spans nearly 20 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.