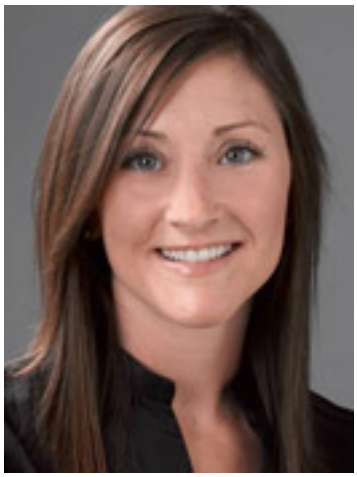
Written by
Monday, 03 August 2009 12:20



Meet Minneapolis, Official Convention + Visitors Association , announced Liva Wolf, has been named to the newly-formed position of senior vice president of destination branding & strategy for Meet Minneapolis.

In this newly-created role, Wolf will lead the branding and strategy and partnership development efforts of Meet Minneapolis. This role completes the migration of destination marketing and partnership development under one business function. In addition, Wolf will develop long- and short-term marketing strategies, and oversee public relations programs that attract convention business and group and individual leisure travel through public relations programs.

“Liva was chosen from an outstanding pool of candidates,” said Melvin Tennant, CEO and president of Meet Minneapolis. “As a 15-year veteran of marketing and branding across a variety of industries, we are confident she will bring a fresh-perspective and point of view that will provide measureable value to Meet Minneapolis’ staff, clients and influencers.” Some of her strongest skill sets that won her the position include proven leadership abilities, strategic development and execution skills and revenue generating marketing partnership programs.”

Prior to joining the Meet Minneapolis team, Wolf worked with Macy’s North, the Minnesota Vikings and NBC Universal in Chicago where she set and exceeded sales targets and developed successful marketing strategies. She also lead efforts related to high-profile events and brand building at these organizations.

“I am thrilled to join Meet Minneapolis and represent the city’s strong arts & culture scene, its fabulous hotels and meeting spaces, and its bustling downtown,” Wolf said. “There is a wealth of opportunity to develop programs that support convention sales efforts and bring travelers to Minneapolis.”

Wolf is a graduate of the University of Minnesota, where she earned a bachelor of arts. She currently serves as a committee member for Hope Rocks, the annual gala for Faith’s Lodge.