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Greensboro Area Convention & Visitors Bureau names Anthony Cordo as president and CEO



Image: Greensboro Area Convention & Visitors Bureau

Anthony Cordo was recently named as the next President and CEO of the Greensboro Area Convention & Visitors Bureau.

GREENSBORO AREA CONVENTION & VISITORS BUREAU



By [Elizabeth 'Lilly' Egan](#) – Reporter, Triad Business Journal
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Story Highlights

- Anthony Cordo named new President and CEO of Greensboro CVB.

- Cordo plans listening tour to engage stakeholders and community leaders.
- He replaces Henri Fourrier, who retired after 28 years leading the organization.

The Greensboro Area Convention & Visitors Bureau has named its new President and CEO after [longtime head Henri Fourrier retired](#) at the end of June.

Anthony Cordo will begin his role on July 14, the Greensboro/Guilford County Tourism Development Authority, which oversees the CVB, announced Tuesday.

Cordo most recently was the executive vice president of Visit Lauderdale in Florida. He earned his undergraduate degree in Communications from Ohio University and previously led tourism organizations in both Maryland and Texas.

Board Chair Kelly Harrill said Cordo's experience in a major market will serve the hospitality sector in the community well.

Cordo said he is excited to join the team as Greensboro and Guilford County continue to grow. One of his first initiatives will be hosting a listening tour to engage local stakeholders and community leaders. "My goal is to build on the great work already accomplished," he said. "We'll strengthen Greensboro's brand, deepen collaborations, and drive awareness of what makes Greensboro so unique. This will continue to grow our meetings, sports, and other tourism verticals, which deliver solid job opportunities and pay to residents."

He also sees other opportunities for the city.

"There are a lot of great attractions in Greensboro, and the growing live-music scene in Greensboro particularly excites me," he said. "I intend to collaborate with stakeholders to establish the vision for Greensboro as a destination. My vision is to see the day that Greensboro is known internationally as America's vibrant, authentic, genuine destination."