

FOR IMMEDIATE RELEASE

July 30, 2025

**GREENSBORO AREA CONVENTION & VISITORS BUREAU HOSTS MEET & GREET TO WELCOME NEW
PRESIDENT & CEO**

Anthony Cordo stepped into the role on July 14

Greensboro, NC – The Greensboro Area Convention & Visitors Bureau (GACVB) hosted a welcome breakfast on Tuesday, July 29, to introduce its new President & CEO, Anthony Cordo. The event brought together representatives from community organizations and industries, providing an opportunity to connect as Cordo begins his new role.

Cordo set a relaxed, upbeat tone with a joke about his socks, then shared his enthusiasm for Greensboro. “Greensboro is one of those places where you can tell it’s on an upward trajectory,” he told the crowd.

In his remarks, Cordo emphasized his commitment to collaboration. “I definitely want to talk about making our community a better place together.”

He also encouraged attendees to consider a unifying vision for the city’s identity. “What we haven’t quite done yet is talked about a singular idea. Who are we, what are we, what is that hook that gets us here.”

Cordo highlighted the potential of Greensboro’s creative culture and growing live music scene. “It’s the idea that we could be the next Austin, the next place that has that creativity, that not only attracts visitors, but also attracts residents to be excited about their own community, attracts the youth to stay here after graduating high school and college.”

Before joining the GACVB, Cordo served as Executive Vice President of Visit Lauderdale in Broward County, Florida. He brings to Greensboro a wealth of experience and holds multiple top industry certifications.

For more information about the Greensboro Area Convention & Visitors Bureau, visit VisitGreensboroNC.com, follow them on [Facebook](#), [Instagram](#), and [LinkedIn](#), and download the [Explore Greensboro](#) app to discover all the exciting things happening in Greensboro!

About the Greensboro Area Convention & Visitors Bureau

The Greensboro Area Convention and Visitors Bureau is an independent, non-profit governmental authority whose mission is to aggressively market Greensboro’s assets, maximizing economic impact while providing excellent visitor service.

Travel and tourism generated nearly \$1.7 billion in Guilford County in 2023, employing more than 11,000 in travel-related jobs, according to “The Economic Impact of Travel on North Carolina Counties” study prepared for Visit North Carolina by Tourism Economics.

You’re Welcome.



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