

**FOR IMMEDIATE RELEASE**

February 1, 2024

**GREENSBORO CVB CELEBRATES THE RETIREMENT OF SALES DIRECTOR**

Ava Pope retired after more than three decades with the organization

**GREENSBORO, NC** – The Greensboro Area Convention and Visitors Bureau (GACVB) is celebrating the retirement of long-time Director of Sales Ava Pope. Pope served as the sales director for 32 years before retiring at the end of 2023. The GACVB is excited for Ava and wishes her all the best in her retirement.

“We are so proud to have Ava for so long,” says GACVB President and CEO Henri Fourrier. “She was a stellar employee, liked by all, and had an impeccable 32-year career with the CVB. We will miss Ava but wish her well in her retirement.”

In the wake of Ava’s departure, Brian Ambuehl transitioned into the role of Director of Sales. Ambuehl comes to the position with 25 years of experience in the Sales Department at the Convention & Visitors Bureau. He has managed multiple markets including state and national associations, state government, fraternal, corporate, and sports,

“I am excited to step into the role of Director of Sales,” says Ambuehl. “Ava left behind a remarkable legacy of success at the Convention and Visitors Bureau and I look for to contributing my vision and dedication to continue that legacy into the future.”

The excitement doesn’t stop there. Dennis Edwards recently returned to the CVB after a brief hiatus to take over the sports sales department. With more than two decades of sales experience, Edwards brings a wealth of experience to help elevate the organization to new heights.

The Convention & Visitors Bureau also recently added a new Director of Marketing, Sarah Lanse. With a 20-year career encompassing diverse media and marketing roles, Lanse promises to bring a fresh wave of innovation to the GACV.

As the curtain rises on this new chapter, the Greensboro Area Convention and Visitors Bureau extends heartfelt gratitude to Ava Pope for her remarkable contributions and warmly welcomes the incoming leaders who are set to script the next chapter in the organization's legacy.

For more information about the Greensboro Area Convention & Visitors Bureau and its award-winning services, please visit [www.VisitGreensboroNC.com](http://www.VisitGreensboroNC.com).

**You're Welcome.**



***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.*

###

**You're Welcome.**

2411 W. Gate City Blvd, Greensboro, NC 27403  
Office 336.274.2282 • Main 800.344.2282 • Fax 336.230.1183  
info@VisitGreensboroNC.com • VisitGreensboroNC.com