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**PUERTO RICO CONVENTION BUREAU TAPS SEASONED CONVENTION CENTER AND GROUP SALES EXECUTIVE TO LEAD ORGANIZATION SELLING STRATEGIES**

**SAN JUAN, December 14, 2011** -- The Puerto Rico Convention Bureau is pleased to welcome Neil J. Mullanaphy, CHME as the organization’s Senior Vice President of Sales. Beginning his role with the Bureau this week, Mullanaphy is based out of the Washington, DC and is responsible for organization’s long-term selling strategies, as well as management and supervision of the Bureau’s sales team.

With extensive sales and marketing experience spanning more than 26 years, Mullanaphy joins the Bureau after serving as the executive director of sales and marketing for the Hawaii Convention Center/SMG, where he directed the convention sales, services and tourism development division. In this role, he is credited with securing such high profile groups as the Asia-Pacific Economic Cooperation, a forum of 21 Pacific Rim countries attended by 21 heads of state and hosted by President Obama with his team consistently booking more than 550,000 convention-related room nights annually under his tenure. Prior positions include group and convention sales with GES Exposition Services, Mandalay Bay Resort, Casino and Convention Center in Las Vegas and the Atlantic City Convention & Visitors Authority.

“Neil’s proven sales results, extensive marketing expertise, and strong convention industry knowledge make him the ideal person to take Puerto Rico to the next level within the convention market,” said Federico J. Sanchez-Ortiz, chairman of the board of the Puerto Rico Convention Bureau.

“Puerto Rico is a world-class destination with a state-of-the-art convention center,” said Mullanaphy. “The destination’s accessibility and sophisticated business offerings combined with its natural beauty, distinct history and dynamic culture make Puerto Rico an attractive option for groups of all kinds.”

In addition to serving on the Board of Directors for the New York Society of Association Executives, Mullanaphy is a member of many industry associations such as the American Society of Association Executives, Professional Convention Managers Association and the International Association of Exhibitions and Events, among others.

A graduate of Rutgers University, Mullanaphy resides in Virginia with his wife and two children.

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Sales and Marketing Agent for the Puerto Rico Convention Center





Mullanaphy Appointment.../2

**Editor's Note:**

The **Puerto Rico Convention Bureau (PRCB)** is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Chicago, New York, Miami, and Washington DC, the Bureau strengthens Puerto Rico's competitive position in the Americas and abroad by increasing awareness of the Island's outstanding meeting facilities and services, and produces approximately \$97 million to the local economy. The Bureau can be reached electronically through the Internet at [info@meetpuertorico.com](mailto:info@meetpuertorico.com) or at its website [www.meetpuertorico.com](http://www.meetpuertorico.com). The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) opened November 2005. For more information on the new Convention Center visit [www.prconvention.com](http://www.prconvention.com). The Puerto Rico Convention Bureau is the **only** Bureau to have certification by both Lloyds Registered Quality Assurance through the BestCities Global Alliance and accreditation by the Destination Marketing Association International (DMAI) as an elite destination marketing organization. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a proud member of Best Cities Global Alliance, the first convention bureau alliance that represents the highest standards of service in the meetings and convention industry. For more information, visit [www.bestcities.net](http://www.bestcities.net). DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries.



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