



*Celebrating 95 Years of Tourism Promotion to the Shenandoah Valley!
1924 - 2019*

March 21, 2019 Annual Membership Meeting Guest Speakers

Shannon Johnson



Brand Director – VA Tourism Corporation

Shannon Johnson presently serves as Brand Director for the Virginia Tourism Corporation, acting as “caretaker” of the Virginia is for Lovers brand. Prior to joining VTC, Shannon was the Public Communications and Marketing Director for the Department of Conservation and Recreation (DCR) where she managed the Public Communications Office in charge of public relations, communications, statewide advertising, marketing and web management. Before DCR, Shannon was the Marketing Director for Virginia State Parks, managing statewide marketing, advertising and public relations for the 36 award-winning state parks. Shannon built her marketing and brand development career in New York City where she worked for Time Warner Corporate, Reader’s Digest Association, Condé Nast, Time Inc. and other top media companies. Shannon resides in Richmond, Virginia with her husband and two children.