

## GLENN SCHLOTTMAN – TOURISM ADMINISTRATOR

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Role: Using the Gilbert strategic plan for tourism, Glenn will be responsible for overseeing and executing all strategies related to the promotion of tourism within Gilbert.

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Prior to joining Gilbert, Glenn served as Chief of Marketing for Arizona State Parks and Trails, where he led all marketing and public relations for the agency. He is proud to have contributed to Arizona receiving the prestigious NRPA award for the Best Managed State Park System in the country. Glenn led a rebranding effort for the agency that included the launch of a new website. He worked closely with federal, state, and non-profit agencies and businesses to coordinate park promotions and campaigns, such as collaborating with REI on their Opt Outside movement.

Glenn also led community relations and marketing efforts at the Arizona Office of Tourism, where he designed and implemented a one million dollar cooperative marketing campaign to assist rural Arizona communities with tourism promotion. He worked closely with statewide partners and chaired the Arizona Council for Enhancing Recreation and Tourism.

Glenn began his career working with youth at a variety of community-based organizations, most notably the YMCA. He earned a Bachelor of Science from Michigan State University in Parks, Recreation and Tourism, and a Master of Advanced Studies from Arizona State University in Geographic Information Systems. He also holds a certificate from the University of Georgia in Marketing Research.

He loves all things outdoors and is an enthusiastic camper, hiker, mountain biker and traveler, easily drawn in by movies and music.