



Regina Garcia-Posada  
Communications Manager  
Corpus Christi Convention & Visitors Bureau  
361.881.1875 office  
361.774.0825 cell  
[www.VisitCorpusChristiTX.org](http://www.VisitCorpusChristiTX.org)

## **Corpus Christi CVB welcomes New Senior Sales Manager**

Corpus Christi, Texas – The Corpus Christi Convention & Visitors Bureau announces a new Senior Sales Manager, Erica Lozano, to the CVB team.

Lozano joined the CVB as Senior Sales Manager in May of 2011 with a strong background in the Sales field with both Corporate Business and the Hotel Industry. Lozano will work mainly with SMERF (Social/Sports/Military/Religious/Fraternal Groups) markets.

CVB CEO Keith Arnold focused his search for a new Sales Manager on someone with an appreciation for the City of Corpus Christi, it's growth, potential, and unique characteristics which makes the city a venue for conventions and meeting planners. Arnold says, "Erica has the will and determination to positively impact the CVB's goals, mission statement, and showcase the city for existing and new business."

Lozano's solid employment experience as a Sales Representative, Sales Supervisor, and Operations Manager includes in-depth training in management, human resources, travel industry, hotel management and sales & marketing.

Lozano's most recent hospitality experience as Sales Account Manager consisted of sales of all meeting space & banquet rooms, all sales group efforts including market segments targeting associations, government, military, convention, religious/fraternal, social, corporate, motorcoach and tour groups. Through Lozano's job efforts, she has focused on creating a great overall experience and developing business relationships to bring forth a successful sale. Lozano says, "We have a beautiful city to market, a wonderful Sales Team in place with diverse experience, creativity and techniques to showcase the city and bring in new business. My primary focus is to assist in targeting a broad spectrum of convention business and focusing on prospects that fit well with enhancing the economic development and the CVB's mission statement, to drive more overnight visitor\$ to Corpus Christi."

Lozano is a native of Corpus Christi, an alumni of Richard King High School and Del Mar College. She has also received certifications from Texas A&M University and from the University of Houston. Her most recent continuing education was from the University of Houston in Texas Hotel & Lodging Association, Hospitality Advanced Course.



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*The Corpus Christi Convention and Visitors Bureau's mission is "to drive overnight visitors to the Corpus Christi Area". For more information about the Corpus Christi Convention and Visitors Bureau or to plan your next trip to Corpus Christi, visit [www.VisitCorpusChristiTX.org](http://www.VisitCorpusChristiTX.org) or call 1-800-678-6232.*