

**JACK FERGUSON**  
**President & CEO**  
**Philadelphia Convention & Visitors Bureau**

As the President & CEO of the Philadelphia Convention & Visitors Bureau (PCVB), Jack Ferguson has more than 42 years experience in the hospitality business and is known for his energized, can-do leadership style. Ferguson's vision is centered on three areas – enhancing the customer experience, maximizing marketing and technology and educating the Philadelphia region's workforce.

Previously, Ferguson served as the PCVB's executive vice president from 2002-2010 and oversaw a staff of 30, which included the PCVB's convention sales and services divisions. The PCVB, as the sales and marketing arm for the Pennsylvania Convention Center, has the job of booking meetings and conventions into member hotels and the expanded Pennsylvania Convention Center.

Ferguson has been instrumental in partnerships with Select Greater Philadelphia and the Greater Philadelphia Chamber of Commerce to connect meetings and conventions with local business opportunities.

An entrepreneur, Ferguson's career has seen him head national and international sales staffs of 2,200 sales people for such companies as Promus Hotel Corp., Doubletree Hotels and Guest Quarters Suite Hotels. He previously served as senior vice president and partner of LearnSystem, which gave hundreds of thousands employed in the hospitality industry the ability to improve job performance and customer service skills via web-based training and evaluation.

Currently, Ferguson serves on the boards of the African American Museum in Philadelphia, Destination Marketing Association International (DMAI), Greater Philadelphia Chamber of Commerce, Jefferson School of Nursing, the Mayor's Philadelphia International Airport Advisory Board, the Mayor's Hospitality Customer Advisory Board and International Committee, Philadelphia OIC, Temple University's School of Tourism & Hospitality Management, U.S. Travel Association and Widener University's School of Hospitality. In addition, Ferguson serves on the Brand USA Business Development Advisory Committee.

In addition, Ferguson has held key executive sales and operational management positions with Westin Hotels & Resorts and Adam's Mark Hotels & Resorts.

A native of Philadelphia, Ferguson received degrees in hotel administration from the University of Nevada, Las Vegas (UNLV) and Paul Smith's College in New York. He has continued in executive education at the Wharton School of Business, University of Pennsylvania.

Ferguson and his wife, Jo, reside in Upper Gwynedd, PA. They have three adult children and three grandchildren.

*Updated 10/31/13*