



## **Biography**

Lynn Burkholder, President

After spending more than 20 years in corporate marketing, half of it at the executive and upper management levels, Lynn Burkholder founded RLB Marketing, LLC in January, 2010. Her company develops strategic business and marketing plans for its clients and facilitates their execution, when needed. While RLB Marketing works with small and mid-size businesses and organizations from a variety of industries, its niche is hospitality, travel, tourism and entertainment.

Currently serving as Project Director for the Pennsylvania Tourism Partnership, Lynn and her company were instrumental in the establishment of the Pennsylvania Association of Travel & Tourism and the annual Pennsylvania Tourism Summit.

Lynn has spent most of her career in tourism; both Ohio and Pennsylvania. She opened the first gaming and entertainment facility in Central PA, serving as Vice President of Marketing for Penn National Gaming's Hollywood Casino at Penn National Race Course near Harrisburg. Before that, Lynn served as Director of Resorts Marketing for Hershey Entertainment & Resorts Company, driving leisure, business, and group room nights to the destination, in addition to supervising Hershey's call center and directing the company's data and Customer Relationship Management (CRM) initiatives.

Lynn has served as a guest speaker and writer on a host of business and marketing-related topics, including branding, strategic planning, direct marketing and CRM for a variety of business and trade associations and publications. She holds a Bachelor's degree in International Politics and Journalism from George Washington University and is currently working on a Master's degree in Business Administration from Shippensburg University. Lynn is a resident of the city of Harrisburg.

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