



**Gary C. Sherwin**  
**President & CEO**  
**Newport Beach and Company**

A 30-year hospitality industry veteran, Gary C. Sherwin, CDME, APR has served as President & CEO of Newport Beach and Company since 2013 and its business unit, Visit Newport Beach Inc since 2006. Sherwin is responsible for overseeing the \$7.6 million community marketing organization promoting Newport Beach, California as a premiere luxury destination with offices in Newport Beach, Sacramento, and London.

He also is chairman of the Orange County Visitor Association and the past chairman of the board for the California Travel Association, the state's leading umbrella tourism advocacy organization. He also currently serves as Secretary/Treasurer for the Destination Marketing Association International's (DMAI) Executive Committee and will serve as the group's chairman in 2016.

Prior to joining Newport Beach, Sherwin served as the Vice President of Market Development for the Palm Springs Desert Resorts Convention & Visitors Authority, the Vice President of Marketing for the Long Beach Convention & Visitors Bureau, Director of Media Relations for the Los Angeles Convention & Visitors Bureau and Director of Marketing Communications for the Fort Worth Convention and Visitors Bureau.

Sherwin conceived and developed the innovative Newport Beach and Company marketing model that not only handles the city's tourism efforts but also works with the local restaurant association, neighborhood business associations, the Chamber of Commerce and the City of Newport Beach to provide a fully integrated approach to marketing the city worldwide. The organization also created a community foundation to aid in local leadership development.

A nationally recognized leader and consultant in community brand development, Sherwin co-authored the international best selling book *Destination BrandScience™*, published by the International Association of Convention & Visitors Bureaus (now DMAI) in 2005. Sherwin also serves as a faculty member for the DMAI Certified Destination Marketing Executive Program Brand and Positioning course and its Strategic Issues class. For seven years he was also a adjunct faculty member at California State University, Fullerton for its Travel and Tourism course and also serves as the chairman of the university's Center for Entertainment and Tourism Communications Advisory Board of Directors. He is also a board member of the Dean's Advisory Council.

Sherwin holds a Bachelor of Arts in Communications and Political Science from California State University, Fullerton and was named in 2011 a Vision and Visionary by the university, its highest honor given to alumni. He was also named to the Department of Communications Wall of Fame. Sherwin also attended Stanford University's Leading Change and Organizational Renewal Program through its Graduate School of Business. Sherwin is accredited by the Public Relations Society of America (APR) and has also received his Certified Destination Management Executive (CDME) credential from DMAI.

He is married for the last 27 years to Liz, a television talent agent. They have two daughters, Lauren and Allyson.