



Lisa Anders Promoted to Chief Operating Officer at Explore Gwinnett



[Explore Gwinnett](#), the destination marketing organization for Gwinnett County, is thrilled to announce the promotion of Lisa Anders from executive director to chief operating officer (COO). Since joining the team in 1996, Lisa has demonstrated outstanding leadership and established a track record of developing partnerships essential to leading and expanding the evolving destination marketing organization, including the creation and oversight of both the Gwinnett Film Commission and Gwinnett Creativity Fund.

"I am honored to step into the role of chief operating officer at Explore Gwinnett. Over the past 13 years as executive director, I have had the privilege of witnessing remarkable growth for our destination and I am eager to enter this new chapter, and I'm looking forward to continuing to see how we expand," said Lisa Anders.

As COO, Lisa will take on the additional responsibility of overseeing the [Gwinnett Sports Commission](#). This division is dedicated to driving economic development through sports, managing a variety of events for youth, collegiate, amateur and professional athletic organizations. Lisa's innovative approach and extensive network of local and national connections will further support the commission's overall mission to establish Gwinnett County as a premier sports destination.

"The Gwinnett Sports Commission team has excelled in attracting and managing a diverse array of sporting events over the past several years," added Anders. "I look forward to working closely with this talented team to support their ongoing efforts and foster economic development for our community."

For more information on Explore Gwinnett, visit ExploreGwinnett.org. Stay up-to-date on the latest news by following [@ExploreGwinnett](#) on Instagram or [ExploreGwinnett](#) on Facebook.