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HVAB announces addition to sales force

New hire will step into vital sports marketing role

STATE COLLEGE, PA (Jan. 13, 2020) - The Happy Valley Adventure Bureau (HVAB) today announced the hiring of Danielle Vincenti, CSEE as Regional Sales Manager, effective Jan. 27, 2020.

Vincenti – a Certified Sports Event Executive – has more than 12 years of experience in destination sales and marketing, having held sales positions at the Cumberland Area Economic Development Corporation/Cumberland Valley Visitors Bureau; Richmond Region Tourism; and the Bryan-College Station Convention & Visitors Bureau.

In her new role, she will focus primarily on the promising youth, university and adult organized sports market.

“This market holds significant potential for Happy Valley,” said HVAB President and CEO Fritz Smith.

“With the recent retirement of long-time sales manager and sports marketing professional Shirley Smith, it was very important to bring someone on board who knows the industry, and is known in the industry. Danielle brings this valuable expertise and experience to the team.”

While serving as Senior Sports Development Manager at Richmond Region Tourism in 2017, she was recognized as a Connect Sports Game Changer for her passion for sports tourism. She was also the recipient of the 2014 Connect Sports 40 Under 40 award.

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“I am thrilled to join the Happy Valley Adventure Bureau team and to have the opportunity to drive economic impact to the destination through sports tourism,” Vincenti said. “Not only is the destination consistently ranked as one of the best sports towns in the country, we have new and expanded facilities opening that will continue to allow participants to compete in a premier environment.

“It’s an exciting time to meet and play in Happy Valley!”

HVAB Vice President of Sales and Marketing Dave Gerdes added that he is pleased that Vincenti will be able to hit the ground running in her new role, and looks forward to soon introducing her to HVAB members and community stakeholders.

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