



Kevin Kane, President & CEO
Memphis Convention & Visitors Bureau
Biography

Kevin Kane is acknowledged face and voice of Memphis tourism. He is president and CEO of the Memphis Convention & Visitors Bureau and president of its subsidiary MMG LLC, which manages the Memphis Cook Convention Center and the Cannon Center for the Performing Arts. He is the past chairman of the board for Destination Marketing Association International, the central organization for 650 CVBs in 30 countries around the world. He is an executive committee member of US Travel Association and serves on their U.S.-China Tourism Summit board. Mr. Kane is also a board member of the International Tennis Hall of Fame.

Since joining the CVB in 1991, Mr. Kane initiated the first hard sell of Memphis music to attract visitors. The city's music brand and iconic logo "*Memphis – Home of the Blues, Birthplace of Rock 'n' Roll*," was created under his direction. He opened new visitor centers in Shelby County and established new sales teams in DC, Chicago, London, and Germany. He created the Memphis Sports Council, to market the city's fast growing inventory of sports facilities and is currently leading the Tourism 2020 initiative, aimed at mapping out a smart growth plan for tourism and hospitality in the region.

Locally his service includes:

- Past Chairman of Memphis Rock 'N' Soul Museum
- Past Chairman of Beale Street Caravan radio program
- Executive Committee member and Past Chairman of the Blues Foundation
- Board Member Bridging the Blues, a regional music and heritage coalition
- Executive Committee member of Memphis-Shelby County Sports Authority
- Board Member of Metropolitan Memphis Hotel & Lodging Association
- Board Member Christian Brothers High School
- Board Member Memphis Regional Chamber of Commerce
- Chairman's Circle Member Memphis Regional Chamber of Commerce
- President of the 2009 AutoZone Liberty Bowl
- Advisory Board Member Junior League of Memphis' Community
- Member of the Tennessee Tourism Committee Appointed by Governor Haslam

- Member of Memphis Transportation Commission
- Advisory Board Member University of Tennessee College of Medicine

Mr. Kane is a native of Memphis and a graduate of Christian Brothers High School and the University of Memphis. He is an avid sports enthusiast, tennis player and golfer.