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**Destination Gettysburg Selects New President**

Karl Pietrzak joins organization from Visit Pittsburgh

Gettysburg, Pennsylvania – March 18, 2021

Destination Gettysburg has announced that Karl Pietrzak (Peter-zak) has been selected as the new President and CEO of the organization. Pietrzak will immediately begin working through the transition with former President and CEO Norris Flowers. Flowers is retiring after 15 years with Destination Gettysburg and 50 years overall in the tourism industry.

Pietrzak comes to Gettysburg with over 25 years of experience in the tourism and hospitality industry. He previously served as Vice President of Convention Sales with Visit Pittsburgh for seven years. Prior to holding that position, he served Visit Pittsburgh as Senior National Sales Director for four years and Sales Director for three. He also worked at Hilton Pittsburgh, Westin Cincinnati and Westin William Penn hotels in their sales departments.

“Having grown up in Gettysburg and Adams County, the opportunity to lead the tourism promotion efforts in this special destination is a dream come true,” said Pietrzak. “I’m excited to build on the past successes at Destination Gettysburg and partner with the community to lead our tourism industry to new levels of success”.

At Visit Pittsburgh, Pietrzak successfully led sales team to book over 2 million room nights and generate over $1 billion in direct spending revenue in 2012-2019. He also oversaw the rebranding of the meeting and convention division as MeetPITTSBURGH and rolled out the new brand locally and nationally in early 2020.

Pietrzak served on boards and committees for travel industry, business event associations and community service organizations. He earned his Certified Association Sales Executive Certification (CASE) and is a Certified Destination Marketing Executive (CDME).

“The Board of Directors is excited to have someone with Karl’s experience and knowledge come on board as President/CEO of Destination Gettysburg. We are confident that he will be an asset to our community and the tourism industry in Adams County,” said Rick Beamer, Chairman of the Board.

Destination Gettysburg, the official destination marketing organization, markets Gettysburg – Adams County as a premier travel destination, producing a positive economic impact.