

## **Julie Coker Graham**

### **Executive Vice President, Philadelphia Convention & Visitors Bureau**

Julie Coker Graham is the Executive Vice President of the Philadelphia Convention & Visitors Bureau (**PHLCVB**). Since September 2010, Coker Graham has overseen a staff of 25 convention sales and services professionals at the **PHLCVB** who are responsible for selling the expanded Pennsylvania Convention Center and Philadelphia's hotel package to customers across the country. Recently, she assumed expanded responsibilities at the **PHLCVB**, overseeing all of the organization's departments and operational duties as part of a succession plan to the President & CEO of the agency.

Coker Graham joined the **PHLCVB** after serving as General Manager at Hyatt Regency Philadelphia at Penn's Landing, where she oversaw all operational aspects of the 350-room hotel, which is the only hotel in the city located on Philadelphia's revitalized waterfront area. Among her responsibilities were: directing all hotel and employee operations such as managing the assets and providing monthly profit and loss statements, maintaining legal compliance, assessing financial or product issues, and outlining sales and marketing strategies, while providing guidance, mentorship, and leadership to the employees and managers of the hotel.

A 20-year Hyatt veteran, she began her career there in 1989 as a corporate management trainee at Hyatt Regency Columbus and held various positions at the hotel until 1992. She also held full-time positions, including assistant front office manager, front office manager, hotel assistant manager and assistant executive housekeeper at Hyatt Regency O'Hare. In 1994, she was promoted to her first room executive position at Hyatt Deerfield (Chicago) and held the same position at Hyatt Regency Cincinnati before being appointed to join the opening team and lead the rooms division at Hyatt Regency McCormick Place in March 1998. In 1998, she was promoted to General Manager at Hyatt on Printer's Row in downtown Chicago. From there, she was promoted to General Manager at The Lodge, a Hyatt property in Oak Brook, a suburb of Chicago.

Coker Graham is a graduate of Johnson & Wales University in Providence, RI, where she received a bachelor of science in Hospitality Management and graduated Magna Cum Laude. She was a nominee for General Manager of the year for Hyatt Hotels Corporation 2004 and 2006. She was also the recipient of the 2011 John Wanamaker Award (Individual Award) given by the YMCA of Philadelphia and Vicinity. She is a past secretary and board member of the Illinois Hospitality and Lodging Association (IHLA) and past board member of the Oak Brook, Illinois Economic Development Committee. She served as Chairman of the American Hotel and Lodging Association's Women in Lodging Networking Group (WIL), she was 1st Vice Chair for the Greater Philadelphia Hospitality and Lodging Association (GPHA), she served as a board member with Greater Philadelphia Tourism Marketing Corporation, Girls, Inc. and a board member with Boys Scouts of America Cradle of Liberty Council, where she will be honored in 2015 with the Cradle of Liberty Good Scout Award. She is a member of the Philadelphia Chapter of Links, Incorporated.