

Jerrine Lee

Vice President of Sales

Markets: Legacy Account, Industry Convention & Sports Tournament

"I approach every planner relationship as a long-term partnership, not just a single booking. It's important for me to show up consistently and be a resource even when there's no immediate ask. That's when you move beyond transactional to life-long connections."

- JERRINE LEE

Meet Jerrine

Jerrine leads with purpose, clarity and the kind of presence that turns direction into action. As Vice President of Sales, she sets strategy, strengthens partnerships, and drives long-term value across both meetings and sports markets. She's a mentor, a connector and an advocate for the kind of work that moves destinations and people forward.

For Jerrine, it's never just about the booking. It's about showing up with consistency and care, creating moments that planners remember long after the meeting ends. What sets her apart is her belief in tourism as a force for good. Whether she's co-chairing industry boards, speaking to the power of place or collaborating with fellow DMOs, Jerrine brings vision and pragmatism in equal measure, and she always leaves the conversation better than she found it.

Locals Only: Jerrine's Picks

PRE-MEETING RECHARGE:

Stir Crazy RVA - it's cozy, walkable and has great coffee

GO-TO RESTAURANT

Lulu's for breakfast or brunch
(the red velvet waffle is a must-get!)

PUBLIC SPACE FOR A QUICK RESET:

The Docks near Rocketts Landing - I love the 2.5-mile walk along the Low Line stretching along the James River, Kanawha Canal and Virginia Capital Trail

SEASONAL TRADITION:

Richmond Jazz Festival for music, food and good energy

HIDDEN GEM:

Shyndigz, especially for the oatmeal cream pie

Reach Out

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Let's Connect!

How I Show Up

- I lead with empathy, energy and the belief that partnerships should reflect purpose.
- I turn vision into action without losing sight of the details.
- I make space to listen and take space to lead.
- I build trust through consistency, transparency and alignment.
- I help my team grow and make room for others to rise.

What I Love Doing When I'm Not Working

I love being curled up on the couch with a good book. Once I've had a little downtime to recharge, I enjoy live entertainment.

Industry Affiliations

- Destinations International:
Advisory Leadership Board (Co-Chair), Governance Committee, Convention Sales & Services Committee
- Sports Events & Tourism Association:
Board of Directors