

**Robbie Banks**  
**Senior Visitor Experience Manager, Experience Columbus**

Robbie Banks is the Senior Visitor Experience Manager at Experience Columbus. She is responsible for managing the roll-out and continuing operation of the *Experience-Dedicated™ Destination* program which is designed to improve the visitor experience in an effort to make the destination more appealing to potential and existing visitors. Banks is also the Program Manager of the Greater Columbus Tourism Ambassador Program, part of the nationwide *Certified Tourism Ambassador™* program for front line workers and volunteers.

Prior to joining the hospitality industry, Banks worked for five years as the Young Professionals Manager at the Columbus Chamber of Commerce. She led the facilitation, communication and implementation of the young professionals component of the Chamber-led Attract & Retain Talent initiative. Banks acted as a point person for young professional issues in the community and supported the Create Columbus Commission (Columbus' Young Professionals Commission). In addition, she helped to manage the Chamber's social media efforts.

Banks worked for the City of Columbus before her tenure at the Columbus Chamber. She held positions as the Executive Assistant to the Director of Technology/Chief Information Officer and Assistant to Mayor Michael B. Coleman's office.

Banks is a 2007 graduate of Leadership Columbus. She earned a bachelor's degree in Marketing and a master's degree in Marketing and Communication from Franklin University.

Young Professionals of Columbus recognized her with the 2011 Distinguished Citizen Award and she was named among the 2010 class of Columbus Alive's "People to Watch." The Columbus native volunteers as a mentor for the Big Brothers Big Sisters Project Mentor program and serves as a trustee for I Know I Can. Banks is a member of the Columbus Police Department's Diversity Recruiting Council, Columbus Council on World Affairs' Global Group, KICKBUTT Columbus! planning committee and Columbus Metropolitan Club nominating committee. Her past involvement includes participating as a member of the 200 Columbus Celebrations Commission, 2012 Commission's Diverse People Focus Group and Central Ohio Diversity Consortium. Banks also served on the board of trustees for Capital Crossroads Special Improvement District and chaired its promotions committee. In her spare time, she enjoys working as freelance make-up artist. Banks resides in Northwest Columbus with her two pugs.