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Choose Chicago's Marc Anderson Will Head Up Visit San Antonio

Effective June 1, the Windy City CVB's current COO will become president and CEO of the Texas city's destination management organization.



by [Michael J. Shapiro](#)

April 19, 2021



The San Antonio, Texas, Skyline

[Visit San Antonio](#) has named [Marc Anderson](#) as its new president and CEO. Anderson, currently the COO of [Choose Chicago](#), has nearly three decades of experience in tourism and hospitality, including stints in global sales, marketing, public relations and e-commerce. He steps into his new Texas post on June 1, replacing [Cassandra Matej](#), who left in January to take the top role at Visit Orlando. Visit San Antonio COO [Dave Krupinski](#) has been serving as the organization's interim president and CEO.

“Our board of directors is thrilled to introduce a leader of Marc’s caliber into our community and to help guide Visit San Antonio into the future,” said [Jeffrey Arndt](#), president and CEO of VIA Metropolitan Transit and chair of the Visit San Antonio board. “Marc joins an already outstanding team in San Antonio, and possesses the qualifications and expertise to help us navigate through the Covid recovery period and create a lasting impact on our area.”

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A native of the [Windy City](#), Anderson has held the COO post at Choose Chicago for the past six years, where he grew market share for both citywide conventions and leisure tourism. Having cultivated relationships in Canada, China and the Middle East, Anderson now brings a wealth of international experience and connections to San Antonio.



Marc Anderson

"As the seventh-largest city in the United States, San Antonio is experiencing a renaissance unlike many cities in our country," said Anderson. "The city's pro-tourism and pro-business stance was an invigorating and welcome opportunity. After all, DMOs are in existence to drive economic impact and tax revenues, increase demand, create new jobs and keep people working, and uplift our cities across the world."

Anderson has been an active industry advocate, and is on the board of directors for the [U.S. Travel Association](#), an executive committee member of the [Meetings Mean Business](#) coalition, co-chair of the U.S. Travel CEO Roundtable and a member of the [Destinations International Equity, Diversity and Inclusion Committee](#).

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