

LISA SIMS
Professional Biography

Lisa Sims is the chief executive officer for Venture Richmond, Inc., a non-profit organization that engages business and community leaders in partnering with the city to enhance the vitality of the community, particularly downtown. Venture Richmond promotes the betterment of downtown through economic development, marketing, promotion, advocacy, and events. Previously she was Deputy Executive Director, overseeing festivals and events, marketing, and development.

Prior to Venture Richmond, Lisa was vice president of marketing for what is now Richmond Region Tourism, and before moving to Richmond in 1998 she was executive director of the Asheville, NC, Convention and Visitors Bureau. Lisa is originally from Nashville where she worked with Opryland USA, and the Country Music Foundation/Country Music Hall of Fame, in Marketing, Public Relations, Advertising, Promotions and Events, specifically related to the travel and tourism industry. She holds a bachelor's degree in Communications/Journalism, and formerly worked as a reporter and editor for community newspapers in Tennessee.

Over her career Lisa has served on a multitude of boards and committees for community, state, and national organizations with both personal and professional affiliations. She is a breast cancer survivor and was formerly chairman of the board for Susan G. Komen, Richmond, and was recently a member of the Massey Cancer Center Advisory Board.

Lisa currently serves on the board of directors for Richmond Forum, Richmond Region Tourism, the School of the Performing Arts in the Richmond Community (SPARC), the Richmond Performing Arts Alliance, Bridge Park RVA, GO Virginia Region 4 Foundation, and as a member of Virginia Biotech Park's Activation Council. She is a member of the Forum Club, Leadership Metro Richmond Class of 2003, and the Richmond Real Estate Group.

Named one of Richmond's "*most powerful people*" in arts and culture by Style Weekly (2016), Lisa was also named a "*Person of the Year*" by the Richmond Times-Dispatch (2017), an *Outstanding Woman of the Year* by the YWCA of Richmond (2018), and a recipient of the *Strong Voices* award from the Richmond Times-Dispatch (2019).

She and her husband have lived in Richmond's Fan District for 20 years and have three grown children.