

RALEIGH, N.C. — [Visit North Carolina](#) announces the hiring of marketing consultant Allison Schult, CDME. An industry veteran with proven leadership and marketing experience in tourism, public policy and politics, Schult is charged with identifying and implementing new strategies that advance Visit NC's mission.

"Allison is a visionary with 16 years of providing dynamic solutions for state tourism offices and destination marketing organizations," said Wit Tuttell, director of Visit NC. "Things are changing rapidly in the travel industry, and we are privileged to have Allison on board to help us further evolve our organization. She will add insight and perspective on ways we can strengthen emotional connections to visitors, generate collaborative partnerships to amplify our message, and produce genuine excitement among destination partners and visitors alike."

Schult is principal at Mile Marker 630, a firm that connects destinations with leading consumer brands to create impactful campaigns with strong audience alignment and engagement. Her forte is implementing brand programs across film, music, travel and entertainment. Schult previously worked at Visit Tucson as the vice president of sales and marketing. Her political experience includes 10 years in Washington, D.C., working on Capitol Hill.

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Additional assets available online:

[Photos \(1\)](#)

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