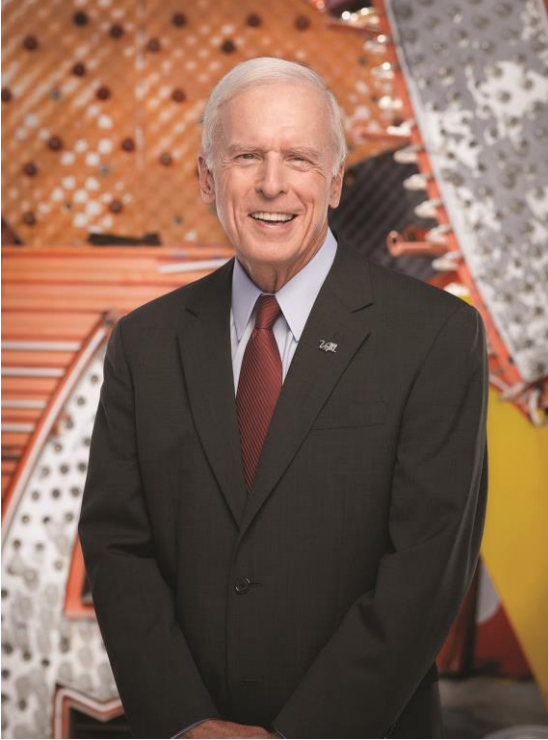


# Hugh Sinnock

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## **Vice President of Customer Experience Las Vegas Convention and Visitors Authority**

Hugh Sinnock is vice president of customer experience for the Las Vegas Convention and Visitors Authority (LVCVA). The LVCVA is the destination marketing organization for Las Vegas and Southern Nevada, and its mission centers on attracting visitors by promoting the destination as the world's most desirable destination for leisure and business travel. The LVCVA also owns and operates the Las Vegas Convention Center and Cashman Center.

As vice president of customer experience, Mr. Sinnock is directly responsible for overseeing the public service offerings of the Las Vegas Convention Center and Cashman Center, including oversight of in-house partners, Aramark, FedEx Office, American Express OPEN, Hoopla and Cox Business. He also oversees the Convention Services and Destination Services departments of the LVCVA.

Mr. Sinnock joined the LVCVA in 2006, as director of customer experience. He was promoted to his current role in 2013. Prior to joining the LVCVA, Mr. Sinnock served as regional operations director for Reed Exhibitions and director of facilities for GES Exposition Services. In 2005, *Tradeshaw Week* named him as one of 25 "People You Need to Know in Las Vegas."

Following graduation from Indiana University, Mr. Sinnock spent five years as a pilot in the U.S. Air Force, with service in Southeast Asia during the Vietnam War. He has served as a board member of Opportunity Village since 2006, and is a trustee of Green Chips, a nonprofit, community organization promoting sustainability. Mr. Sinnock is married, and has two sons and two grandsons.