



September 10, 2026
University of Richmond
Robins School of Business

6:00 P.M. | Program
7:00 P.M. | Networking Reception



Katherine O'Donnell
President & CEO
Richmond Region Tourism

A 20+ year tourism industry veteran, Katherine O'Donnell serves as President & CEO of Richmond Region Tourism. Overseeing the departments of Marketing, Destination Sales & Sports, Visitor Experience, Community Relations and Administration, Katherine provides strategic leadership for the organization in all aspects of fiscal and daily operation and missions, which in turn help the organization grow the tourism industry in the Richmond Region. Katherine led the establishment of Virginia's first Tourism Improvement District, which began in July 2023, doubling the resources available for tourism promotion. Katherine is also responsible for the organization's diversity and inclusion strategies and nonprofit Foundation.

Katherine is a Certified Destination Management Executive and was named to the 2022 class of Richmond BizSense Power Women. She was named a Richmond History Maker in 2020 for her work on BLK RVA. She is a member of Leadership Metro Richmond Class of 2016. And in 2015, she was named one of Style Weekly's Top 40 Under 40 for her work on OutRVA.

Presented by the Robins School of Business, supported by PNC and ChamberRVA

