



**Yulita Osuba, Sales, Marketing, Event Management & Exhibitor Services Manager**

Yulita Osuba has worked at the Orange County Convention Center (OCCC) since 2001. She is responsible for marketing, sales, advertising, exhibitor services, event management and the day- to-day operations of the Sales, Marketing, Event Management and Exhibitor Services Division.

Originally from Virginia, Yulita began her career in the hospitality industry as Director of Convention Sales with the Holiday Inns in Daytona Beach, Florida, where she represented multiple properties for sales and marketing efforts. She later became Director of Sales & Marketing for the Ocean Center in Daytona Beach. During her nine years there, Yulita was responsible for marketing, sales, event coordination, and advertising for meetings and conventions.

Prior to joining the Orange County Convention Center, Yulita worked for four years as Director of Sales & Marketing at the Tampa Convention Center. In this role, she managed the sales team, supervised the event services team, and implemented marketing plans that targeted short- and long-term business.

Yulita is a Certified Meeting Professional and Certified Hospitality Sales Executive. She has a Bachelor of Science in Business Administration. She is a member of the International Association for Exhibitions and Events (IAEE), the American Society of Association Executives (ASAE) the Professional Convention Management Association (PCMA). She serves as President for the Association of Convention Marketing Executives (ACME) serves on the board for The International Center for Exhibitor and Event Marketing (ICEEM) and board member for the Rosen College of Hospitality Management Advisory Board for the Bachelor of Science in Event Management.