



**FOR IMMEDIATE RELEASE**  
**July 23, 2024**

**Destination Salem Announces Ashley Judge as  
New Executive Director**



SALEM, Mass.— Destination Salem is pleased to announce the appointment of Ashley Judge as its new Executive Director, effective today. Judge brings a wealth of experience in strategic leadership, marketing, and revenue growth to the role and is poised to lead Destination Salem into its next phase of evolution. As Executive Director, Judge will advocate for tourism initiatives that deliver substantial economic benefits to Salem's taxpayers, enhance the quality of life for Salem residents, and foster a sense of collaboration within Salem's business sector.

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With more than a decade of relevant experience, Judge has a track record of building sound and effective marketing strategies that embrace innovation. Prior to her role at Destination Salem, she successfully transformed businesses, achieving revenue growth through data-driven decision-making and passionate leadership. As the former CEO of Always Fits, Judge oversaw the company's strategic operations and outreach, transforming it into a thriving \$10M/year direct-to-consumer business with unprecedented levels of brand awareness and customer loyalty.

"Ashley's professional achievements, competitive skill set, passion, work ethic, and enthusiasm make her an ideal leader for Destination Salem," said Derek O'Brien, Chair of the Board of Directors. "Her collaborative approach and dedication to community engagement align perfectly with our mission to promote and manage sustainable tourism in Salem."

Judge has also been actively involved in the Salem community. She serves on The Salem Pantry Board and Marketing Committee, where she initiated the October Club program, which united local businesses to leverage tourism for community benefit. Her strategic financial management and innovative retail strategies have consistently driven revenue growth and led to her appointment as a Salem Board of Trust Fund Commissioner.

"On behalf of the City of Salem, I am thrilled to extend a warm welcome to Salem resident Ashley Judge as she assumes the role of Executive Director at Destination Salem," said Salem Mayor Dominick Pangallo. "I'm excited that someone of Ashley's expertise is joining the Destination Salem team, and I look forward to the leadership she'll bring to this important City partner. The City benefits from our strong relationship with Destination Salem and, as we start this new chapter in that relationship, I'm incredibly optimistic about all that Ashley will bring to that collaboration to share Salem's remarkable and unique stories with the world."

In her new role, Judge will oversee all aspects of Destination Salem, including marketing, public relations, visitor services, finance, human resources, facilities, and information technology. She will serve as the public spokesperson for the organization, representing Salem to the local, state, national, and international tourism community.

"In my professional journey, I've had the privilege of meeting thousands of individuals across the country. I can't recall a single instance where mentioning that I reside in Salem didn't elicit excitement and enthusiasm for this remarkable city," said Ashley. She continued, "Our reputation precedes us, and I'm thrilled and honored to contribute to the legacy that makes Salem beloved. I look forward to listening to Destination Salem's tenured staff and board of directors, their valued community partners, the city of Salem, and the residents I proudly call my neighbors, and then charting a course for the next chapter of this organization."

Judge holds a deep appreciation for Salem's rich heritage and is dedicated to preserving its charm while fostering sustainable growth. She resides in Salem, where she is an active community member.

Judge succeeds Kate Fox, who served as Executive Director until 2023, when she was tapped to lead the Massachusetts Office of Travel and Tourism. Under Fox's leadership, Destination Salem saw significant growth in tourism and established Salem as a premier travel destination. The organization extends its gratitude to Kate Fox for her years of dedicated service and

contributions to Salem's tourism industry and to Kara McLaughlin, who has served as Interim Executive Director during the last year.

#### About Destination Salem

Destination Salem is the official destination marketing and management organization for Salem, Massachusetts. Established in 2008, Destination Salem's mission is to cooperatively market, promote, and manage tourism in Salem while advocating for sustainable tourism that improves the quality of life for residents and provides economic benefits to taxpayers. For more information about Destination Salem and its initiatives, please visit [Salem.org](http://Salem.org).

Image caption: Ashley Judge. Photo by Lightshed Photography Studio

High-resolution image available [HERE](#).

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