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The National Conference Center names Kevin Croke Vice President, Sales & Marketing

Leesburg, VA (May, 7 2020) – [The National Conference Center](#), the nation’s premiere learning and conference center located in Leesburg, VA has named Kevin Croke as Vice President Sales & Marketing. Geoff Lawson, Vice President & General Manager of The National made the announcement.

“The National is committed to providing the best in class learning environment dedicated to serving and supporting those organizations investing in learning and development,” said Lawson. “Kevin has a proven track record of results in sales leadership and operational excellence. We are confident that his experience and invaluable knowledge will be a great asset to our team.”

A Johnson & Wales alumni, and hospitality leader with more than two decades of experience, Croke was most recently General Manager of the Mayfair at Coconut Grove, FL. Before that he spent more than sixteen years as Director of Sales & Marketing for the infamous Roosevelt Hotel in New York City where he oversaw all aspects of the sales organization and led the marketing initiatives for the hotel. His success in positioning and branding independent hotels is of great value in advancing The National Conference Center as the nation’s leading learning and meeting center.

Kevin will oversee all aspects of sales and marketing for The National, including all agency, partner and community relations. As a member of the Executive Committee, Kevin will serve on The National’s Business Recovery & Preparedness team in supporting clients and associates through the COVID-19 crisis.

About the National Conference Center

Located on 40-acres in Northern Virginia, 12 miles from Dulles International Airport and 35 miles from Washington D.C., The National Conference Center<<http://www.conferencecenter.com>> is one of the largest and most comprehensive learning and training facilities in the nation. The 1 million square foot complex offers 917 guest rooms, 265,000 square feet of meeting and conference space. The National is on the U.S. Government GSA schedule and includes the West Belmont Place Event Center, a special events venue that includes Northern Virginia’s largest ballroom seating up to 1,800 guests (16,552 square feet). For information call 800-640-2684 or visit www.conferencecenter.com<<http://www.conferencecenter.com>/