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Chicago Loop Alliance names new Marketing Director: destination marketing expert Mary Elizabeth Rankin

CHICAGO (February 21, 2017)—**Chicago Loop Alliance** (CLA), the sole service provider for Special Service Area (SSA) 1-2015, is proud to announce **Mary Elizabeth Rankin** as its new director of marketing, effective immediately. Rankin brings international experience to the role, having relocated to Chicago after years of destination marketing and communications strategy work in London, England.

“I am delighted to join Chicago Loop Alliance at such an exciting time,” says Rankin. “The Loop is a vibrant and dynamic destination, and I am very much looking forward to being part of a strategic team to reinforce the area as a great place to visit, work and live.”

“With her experience working for the Heart of London, Mary Elizabeth brings a solid understanding of the work of Chicago Loop Alliance,” says CLA President & CEO Michael Edwards. “I look forward to her implementation of our new marketing strategy targeting Loop workers, tourists and visitors. This new strategy will deliver more value to our stakeholders and members.”



Mary Elizabeth Rankin joins Chicago Loop Alliance after relocating back to the United States from London, England. During her time in the UK, Mary Elizabeth held the position of Communications Manager at The Portman Estate, the property owner and management company of 110 acres across Marylebone in London’s West End. While there, she was responsible for developing and implementing the Estate’s communications strategy and destination marketing initiatives. Prior to this role, Mary Elizabeth led the communications strategy for Heart of London Business Alliance, a Business Improvement District (BID) representing 500 businesses and property owners in the West End. She was responsible for leading Heart of London’s B2B activity for destination marketing initiatives such as London Luxury Quarter, developing the communications strategy to establish the UK’s first Property Owner BIDs and project managing the West End’s involvement in Lumiere London. Mary Elizabeth holds an MA in Marketing Communications from University of Westminster and a BBA in International Business from University of Georgia.

Chicago Loop Alliance, the sole service provider for Special Service Area (SSA) 1-2015, creates, manages and promotes high-performing urban experiences, attracting people and investment to the Loop. For more information, please visit www.LoopChicago.com.

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