



Gathan D. Borden
Vice President of Marketing, VisitLEX

Gathan D. Borden is the Vice President of Marketing for VisitLEX, the Lexington Convention & Visitors Bureau. In this role, he is responsible for the overall advertising, branding, marketing, public relations, social media, visitor services and web strategies for the city of Lexington in regards to travel and tourism.

Gathan spent the first seven and half years of his tourism career at the Louisville Convention & Visitors Bureau in various marketing roles, before accepting the role of Vice President of Marketing at VisitLEX in July of 2015, where he oversees the Marketing department and the Visitors Center.

He received a Bachelor's of Business Administration with a double major in Business Management and Business Marketing from the University of Kentucky in 2001, and in May of 2009, he received his Master's of Business Administration at Webster University. He is a 1999 initiate of Kappa Alpha Psi Fraternity, Inc., a past board member of the American Advertising Federation of Louisville, a current member of Destination Marketing Association (DMAI) and Hospitality Sales and Marketing Association International (HSMIAI).

In 2013, Gathan was honored to be a "40 under 40" recipient from Business First, given to the top forty leaders under the age of 40 in the city of Louisville, and in that same year, he completed the Certified Hospitality Digital Marketing (CHDM) program through Hospitality Sales and Marketing Association International (HSMIAI). In 2011 he was recognized as a "Top 40 under 40" recipient by both CONNECT and Rejuvenate magazines, as one of the hospitality industry's up and coming future leaders. He has been featured in the Who's Who in Black Louisville publication, honoring the city's professional, community and civic leaders, and in 2008, he was awarded the "Hot Ten Award" by the American Advertising Federation of Louisville, given annually to the top 10 local advertising professionals under the age of 30 in Louisville. He is a graduate of the Ignite Louisville program at the Leadership Louisville Center, which is a program that prepares the community's emerging leaders to build a better Louisville, and is a Commissioned Kentucky Colonel.

FAVORITE QUOTE: "Success occurs when preparation meets opportunity."

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