

# market

A NEWSLETTER FOR JAVITS CENTER CUSTOMERS



## New Sales Manager Appointed

March 2018

The Javits Center has appointed industry veteran Karen Roshevsky as Sales Manager for Special Events, and with a major expansion underway, she will play an integral role in booking new events at the convention center. In her new role, Karen will develop new business for the Javits Center, including corporate galas and unique, high-profile events, while working with other members of the Sales team in preparation for the opening of the expansion's dynamic new spaces, such as the largest ballroom in the Northeast.

Karen reports to Director of Sales and Marketing, Susan Richardson, who joined the Javits Center team in March 2017. With more than 10 years of event management and hospitality experience, Karen previously served as the Catering Sales and Event Manager at the Solomon R. Guggenheim Museum where she managed production and hospitality for all internal cultivation and marketing events. Karen has a Bachelor of Arts degree in Journalism and Communications from Ohio State University.

"We are very excited that Karen has joined our team, and we look forward to

developing new business together that will maximize the potential of this dynamic convention center and this rapidly changing neighborhood,” said Susan Richardson, Director of Sales and Marketing. “Karen’s experience and expertise as an event management professional will be a critical asset for us as we target new customers and audiences in the years ahead.”



---

[javitscenter.com](http://javitscenter.com) |  
[market@javitscenter.com](mailto:market@javitscenter.com)

Est. 1986