

Martin Armes

Executive Director, Research Triangle Environmental Health Collaborative

Martin Armes brings a unique blend of management, marketing and public relations skills as Executive Director of the Research Triangle Environmental Health Collaborative. He has a proven track record developing successful strategic marketing communications and programs from non-profits, destinations and regional associations to hotels, restaurants, golf courses and real estate communities. He currently chairs the marketing committees as a board member of both the Raleigh Rescue Mission and United Arts Council of Raleigh and Wake County.

In addition to working almost a decade in college athletics media relations at the Universities of North Carolina, Florida and Georgia, plus a four-month stint as the assistant men's golf coach at Georgia, Armes remains one of the nation's most respected and queried tourism marketing and public relations professionals and still serves as an active member in the Society of American Travel Writers and Public Relations Society of America Travel and Tourism section.

His work on Raleigh's Monet French Experiences Campaign was recognized with a prestigious Adrian SILVER Award by the Hospitality Sales & Marketing Association International (HSMAI). As the lead architect positioning, touting and marketing Raleigh's Destination Transformation for almost a decade, Armes orchestrated many public relations and communications programs as Raleigh gained approval to build a new \$300 million downtown convention center and hotel complex that opened in September 2008.

Armes possesses a unique set of qualifications, beginning as a Phi Beta Kappa graduate of the University of North Carolina with a master's degree in sports management from the University of Georgia. He received the Certified Destination Management Executive (CDME) designation – the highest educational achievement in the destination marketing industry. He has worked on projects that have earned more than 100 visitor industry awards and 30 sports publicity awards.