

Rosa Fleming
Director, City of Dallas
Convention and Event Services

A proven public servant, Rosa Fleming has more than 29 years of progressive work experience in municipal government, business administration, fund development, contract management, contract compliance and hospitality.

Rosa is currently the Director for Convention and Event Services. In this role, Rosa is responsible for a portfolio which includes contract and capital projects management for the Kay Bailey Hutchison Convention Center Dallas (KBHCCD), the Eddie Bernice Johnson Union Station, American Airlines Center, the Omni Dallas Hotel, and contracts with entities like the city's tourism arm, VisitDallas. In this capacity, Rosa oversees an annual operating budget of over \$114 million, a capital budget of \$62 million, and is currently working with several departments on a multi-layered master plan for an approximate 2-mile area around the convention center.

Rosa holds several certifications in business administration and contract management. She is currently also active with the Professional Convention Management Association (PCMA), International Association of Venue Managers (IAVM), American Society of Association Executives (ASAE), and the National Forum for Black Public Administrators (NFBPA). Rosa also serves as a board member with VisitDallas, the Dallas Tourism Public Improvement District, and Beyond the Ball.

Born in Brownsville, Texas, Rosa holds degrees in political science and English from Southern Methodist University (SMU). She also attended graduate school at the University of Texas at Arlington where she focused on city and regional planning. Additionally, she earned a Master of Liberal Arts at SMU.

Rosa enjoys spending time with her family, writing, reading, and gardening.