



Brian Ososky, Chief Marketing Officer

Brian Ososky serves as chief marketing officer for the Lee County Visitor & Convention Bureau (VCB) in Southwest Florida, representing Fort Myers – Islands, Beaches, and Neighborhoods. He joined the VCB as marketing director in January 2016 and was promoted to his current role in early 2025.

Brian leads the marketing, communications, destination development, and research teams, guiding the overarching brand strategy for the islands, beaches and neighborhoods of Fort Myers. He oversees the annual sales and marketing plan to drive leisure and group visitation and spearheads long-term initiatives that strengthen the destination's brand identity. Additionally, Brian develops strategic partnerships to elevate the value of tourism and foster community engagement, and he regularly represents the VCB as an industry thought leader.

Previously, Brian served as director of marketing and public relations for Bok Tower Gardens in Lake Wales, FL, and as executive director of the Shenandoah Valley Travel Association in New Market, VA. He also brings extensive marketing and communications experience from leading performing arts organizations, including the American Shakespeare Center, Knoxville Symphony Orchestra, and Sarasota Ballet of Florida, where he designed and executed marketing, publicity, and sales campaigns.

Brian earned his Certified Public Manager (CPM) accreditation through Florida State University's Center for Public Management, has served on Visit Florida's marketing committee, and regularly represents the VCB at industry conferences and events. A true Florida native, he holds a B.A. in Mass Communications from the University of South Florida in Tampa.