

John Robinson
Director
Missouri Division of Tourism

Missouri native John Robinson became Director of Missouri Tourism on July 15, 2002. He comes to the division with vast marketing and advertising experience, both in the public and private sectors.

John began his career with the Rolla Daily News. He became a media planner for AdvAnswers, Inc., in St. Louis, a recognized innovator in the media business. Later, John joined Gardner Advertising in St. Louis as a copywriter, where his clients included tourism destinations and attractions.

In 1984, he began his own public relations consulting company.

In the public sector, prior to joining Lt. Governor Joe Maxwell as chief of staff, John completed two and a half months as deputy chief of staff for Governor Roger Wilson, after serving nearly four years as Wilson's chief of staff when Roger was lieutenant governor. Earlier, he served as director of communications for State Treasurer Mel Carnahan.

John studied marketing at Texas Christian University, and holds a degree in advertising from the University of Missouri School of Journalism.

He has worked as a freelance writer and producer, working on a wide range of projects, from American Express to *America's Most Wanted*. As a political campaign consultant, John compiled a won-loss record of 40, 5 & 1.

Cheryl and John have two daughters and three grandchildren. They live in Columbia, MO.

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