



FOR IMMEDIATE RELEASE

**AlphaRetta Convention & Visitors Bureau Announces Appointment
of Mario A. Mireles to Board of Directors**



ALPHARETTA, GA – September 18, 2025 – The AlphaRetta Convention & Visitors Bureau (ACVB) is pleased to welcome Mario A. Mireles to its Board of Directors! Mario currently serves as Senior General Manager at North Point Mall in Alpharetta, a premier retail destination managed by Trademark Property Company. In his role, he leads operations, administration, and marketing efforts, driving initiatives that enhance property performance, tenant retention, and property visibility.

Mireles brings extensive leadership experience and a deep understanding of the hospitality and property sectors, strengthening ACVB's efforts to promote Alpharetta as a vibrant destination for visitors. Throughout his career, he has managed diverse commercial real estate portfolios across the United States, including mixed-use assets with retail, lifestyle centers, open-air formats, Class A office, residential, and parking facilities. He is known for his exceptional leadership, team building, and strategic planning expertise, with proven results in operations, budgeting, forecasting, leasing, capital improvements, and talent

development. Prior to joining Trademark Property Company, Mario built an extensive background in property management and asset operations, consistently demonstrating his ability to balance tenant relationships with strong financial performance.

“We are so excited to welcome Mario to the ACVB Board of Directors,” said Janet Rodgers, President and CEO of the Alpharetta Convention & Visitors Bureau. “Mario’s leadership at North Point and his vision for enhancing community spaces align perfectly with our mission to market and promote Alpharetta as a premier destination. His insights will be invaluable as we continue to elevate Alpharetta’s presence as a vibrant place to visit, shop, dine, and stay.”

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Alpharetta Convention & Visitors Bureau

The Alpharetta Convention & Visitors Bureau is the official destination marketing organization for Alpharetta, Georgia — a vibrant city recently recognized as one of *The South’s Best Cities on the Rise 2024* by *Southern Living Magazine*. Adding to the acclaim, *The Local Palate* readers ranked Alpharetta among the Top 3 Culinary Towns in the South for 2024. Discover more and book your stay for an unforgettable getaway at [AwesomeAlpharetta.com](https://www.AwesomeAlpharetta.com).

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