



Alpharetta Convention and Visitors Bureau Welcomes Jamestown's Michael Saadalla to Board of Directors

Avalon leader brings global hospitality expertise to Alpharetta's tourism strategy

ALPHARETTA, GA – April 29, 2026 — The Alpharetta Convention & Visitors Bureau (CVB) has announced the appointment of Michael Saadalla, Portfolio General Manager with Jamestown Properties, to its Board of Directors. In his role, Saadalla oversees the Avalon mixed-use development. He brings a global hospitality perspective and a proven record of creating guest-centered environments that align closely with the CVB's mission to elevate Alpharetta as a premier place to visit.



Saadalla is known for building high-performing teams, elevating service standards and delivering consistent, high-quality encounters across diverse environments. He previously led operational strategy and direct management practices for large-scale, mixed-use properties in the Atlanta market while working with North American Properties.

Earlier, he spent two decades with Four Seasons Hotels and Resorts, where he developed deep expertise in luxury hospitality operations, international team leadership and service excellence while working across the Middle East, Europe and the United States. In 2017, he was named Manager of the Year at Four Seasons Hotel Atlanta.

“Michael’s approach to hospitality goes far beyond operations. He understands how thoughtful experiences shape a destination,” said Janet Rodgers, President and CEO of the Alpharetta Convention & Visitors Bureau. “His leadership at Avalon and his global hospitality background provide a valuable perspective for our board as we continue to strengthen Alpharetta’s appeal for visitors, residents and stakeholders.”

Saadalla holds a Bachelor of Science in Chemical Engineering from Ain Shams University in Cairo.

The Alpharetta CVB Board of Directors consists of thirteen members representing the city's hospitality, business, and government sectors, providing strategic vision and oversight for the organization.

##

Alpharetta Convention & Visitors Bureau

The Alpharetta Convention & Visitors Bureau serves as the official destination marketing organization for Alpharetta, Georgia, a thriving Southern city known for its dynamic culinary scene, premier shopping, family-friendly events, and year-round entertainment. The Bureau promotes travel and tourism to increase economic impact and enhance the community's quality of life by welcoming visitors to experience more than 200 dining options and an exciting lineup of annual festivals, concerts, and outdoor recreation opportunities. Alpharetta offers 31 modern hotels, providing visitors with a wide range of lodging options. Learn more and book your stay at awesomealpharetta.com.

Media Contact:

Melissa Holder

Alpharetta Convention and Visitors Bureau

Phone: 678-297-2811 x213

Email: melissa@awesomealpharetta.com