



Convention & Visitors Bureau

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## News Release

FOR IMMEDIATE RELEASE

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### CAMACHO NAMED SAN JOSE CVB'S CHIEF FINANCIAL OFFICER

#### Brings More Than Two Decades of Financial Experience to Position



*Jonathan Camacho,  
CFO*

**SAN JOSE, CALIF.** – November 18, 2004 – Citing his wealth of experience, the management of the San José Convention and Visitors Bureau (SJCVB) today announced that Director of Finance Jonathan Camacho has been promoted to Chief Financial Officer (CFO).

“Jonathan’s unique combination of experience and knowledge of the inner workings of the Convention and Visitors Bureau made him an easy choice for this position,” said Dan Fenton, President and CEO of the San José Convention and Visitors Bureau.

Camacho possesses more than 20 years of experience in finance, strategic planning, account development and manufacturing operations. He has served the San José Convention and Visitors Bureau since 2001, and has also served as the director of finance for the Silicon Valley Football Classic (SVFC) and Team San Jose. In his new capacity as CFO, Camacho will be more intimately involved in decision making for the SJCVB through its finances. Camacho said he welcomes the challenge the new position brings and looks forward to improving the Bureau’s operating efficiency and revenue generation.

“I will be challenged to do even more,” he said. “I want to help ensure the Bureau is a values-driven organization.”

Prior to his work with the SJCVB, Camacho served as Director of Finance for Claria Corporation. He also brings to the new position experience and knowledge gained at firms including Philips Components North America, Workstation Technologies and Logistix Corporation. Camacho received his B.S. in business administration from University of the East, his MBA in finance from the De La Salle University and recently completed the Berkeley Executive Program at the University of California - Berkeley.

**About The San José Convention & Visitors Bureau (SJCVB)**

*Camacho Named San Jose CVB's Chief Financial Officer, November 18, 2004*

The San José Convention & Visitors Bureau's (SJCVB) mission is to enhance the image and economic well being of San José by taking the leadership role in marketing San José as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. To receive a copy of the Bureau's *Meeting Planning Guide* or *Official Visitors Guide*, please contact the SJCVB at 1.800.SAN.JOSE (1.800.726.5673) or visit <http://www.sanjose.org>T.

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