

## GINNA FOSTER CANNON

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### EXPERIENCE

- 2017-Present **MTSU CENTER FOR HISTORIC PRESERVATION** **Murfreesboro, TN**  
**Historic Preservation Fellow**
- Writing a resource guide on historic hotels in Tennessee.
- 2014 - 2016 **TENNESSEE DEPARTMENT OF TOURIST DEVELOPMENT** **Nashville, TN**  
**Ph.D. Professional Resident**
- Prepared "Preliminary Heritage Development Plan for National Register-Listed Hotels and Inns in Tennessee" (sole author).
  - Attended heritage development meetings, Sesquicentennial Committee meetings, and dedications for Civil War Trail markers with Lee Curtis Director of Program Development and Legislative Liaison.
  - Participated in Appalachian Gateway Communities Regional Workshop in Berea, KY.
- 2012- 2016 **MTSU CENTER FOR HISTORIC PRESERVATION** **Murfreesboro, TN**  
**Graduate Research Assistant**
- Prepared "Structural Assessment for Windermere in Franklin, TN" (team project).
  - Prepared "Preliminary Site Assessment for Marble Springs State Historic Site in Knoxville, TN" (team project).
  - Prepared "Preliminary Site Assessment for Rose Hill and Rosemount Cemeteries in Columbia, TN" (team project).
- 2007-2012 **SWIFT BOOK PROMOTION, LLC** **Nashville, TN**  
**President and Founder**
- Acted as primary publicist for authors and publishers.
  - Created and executed strategic marketing plans to promote books on a local and national basis.
  - Developed media kits, generated media interest, set up book tours and other affinity marketing events, executed Internet marketing plan.
  - Founded critically acclaimed authors' series, Evening with an Author, 2007-2012.
- 2003-2006 **MCGRAW-HILL COMPANIES** **New York, NY**  
**Director, Channel Management for Platts**
- Developed new market strategy; signed up new partners to execute on plan.
  - Managed third-party partners including contracts and sales & marketing programs.

- Lead working groups to identify and address issues pertaining to partners.

#### **Project Manager for Business Information Group (BIG)**

- Managed Project RISE to increase revenue and skill base of sale force across BIG. Opportunity targeted to yield \$30 million in incremental sales.

#### **Business Development Project Manager for Platts**

- Worked on strategic plan and other strategic initiatives.
- Screened acquisition candidates, ran financial models, developed business cases, and managed due diligence for acquisitions.

Summer 2002      **PITNEY BOWES**      **Stamford, CT / London, UK**  
**Summer Intern in Management Development Program**

- Built business case in support of Pitney Bowes' growth strategy in Asia; prepared competitive analysis of a European market; and analyzed investments in capital, product localization and people to meet goals.

2000-2001      **PREFER NETWORK**      **New York, NY**  
**Senior Director of Sales / Director of Business Development**

- Negotiated strategic contracts with online distribution partners valued at +\$1 million; managed implementation of company's largest partnership; and mapped competitive landscape, analyzed market data and ran financial models.
- Managed team of four people.

1998-2000      **WEEKENDS.COM**      **Kent, CT / New York, NY**  
**Director, Strategic Marketing and Content Development**

- Conceived and implemented marketing plan, ran multiple promotions and wrote collateral material. Developed comprehensive content plan for the website and negotiated contracts with partners.

1996-1998      **SALOMON SMITH BARNEY**      **New York, NY**  
**Junior Associate, Equity Research**

- Analyzed and researched nine companies with Senior Analyst. Built and updated financial models, wrote research reports and communicated stock recommendations.
- Recognized by corporate executives for outstanding research coverage in Reuters' Survey of U.S. Mid to Small Cap Companies: Investment Research and Sales & Trading (1998).

1995-1996      **WYLIE, AITKEN & STONE**      **New York, NY**  
**Assistant Literary Agent**

- Served as client communication liaison, negotiated contracts and analyzed manuscripts.

#### **CONFERENCE PRESENTATIONS**

- "Public History and African American Automobility: Researching the "Negro Motorist's Green Books," National Council on Public History (Spring 2018).
- "An Exploration of Tennessee's Historic Hotels As Cultural Heritage Tourism Assets," Tennessee Preservation Trust (Fall 2017).
- "The Hierarchical and Conflicted Nature of Historic Hotels in the 1910s and 1920s," Southeast Chapter of the Society of Architectural Historians (Fall 2016).

- “Challenging the Established Narrative through an Examination of Transient Housing in the South: Log Cabins, Hotels & Residence Halls,” National Council on Public History (Spring 2016).
- “Transient Housing in the South: Boardinghouses, Hotels & Residence Halls,” Ohio Valley History Conference (Fall 2015).
- “Unbounded Partnerships: Community-Based Preservation,” National Council on Public History (Spring 2015).
- “Luxury Historic Hotels: A Mediated History,” Ohio Valley History Conference (Fall 2014).
- “Sustaining Historic Preservation through Community Engagement,” National Council on Public History (Spring 2014).
- “Sharing Power: The Benefits of Reshaping the Narrative for Historic Hotels,” University of Alabama Birmingham Graduate History Conference (Spring 2014).
- “The Stories Hotels Tell About Themselves,” Ohio Valley History Conference (Fall 2013).

#### **ADDITIONAL**

- Vice President, League of Women Voters of Nashville in charge of programming (2018-Present)
- Board Member, Tennessee Craft and member of Community Engagement Committee (2017-Present)
- Past President of the Women’s National Book Association, Nashville Chapter (2011-Present); President (2009-2011); VP in charge of Programming (2007-2009)

#### **EDUCATION**

2011-2017	<b>MIDDLE TENNESSEE STATE UNIVERSITY</b> Ph.D., Public History. December 2017.	<b>Murfreesboro, TN</b>
2007-2011	<b>VANDERBILT UNIVERSITY</b> MLAS (Masters of Liberal Arts & Sciences), with a certificate in Ethics. May 2011.	<b>Nashville, TN</b>
2001-2003	<b>COLUMBIA BUSINESS SCHOOL</b> MBA, Marketing and Management, Dean’s List. May 2003.	<b>New York, NY</b>
1991-1995	<b>HARVARD COLLEGE</b> BA, <i>Cum Laude</i> , History and Literature. <i>Magna Cum Laude</i> thesis. May 1995.	<b>Cambridge, MA</b>