



GREGORY L. DESHIELDS, CHO, CHE
4 Old Salem Road
Cherry Hill, New Jersey 08034
Home: (856) 414-1276 - Cell: (856) 304-6477
Email: gdtl@verizon.net

Greg DeShields currently serves as the Executive Director at PHLDiversity a business development division of the Philadelphia Convention and Visitors Bureau.

As Executive Director of the Philadelphia Convention and Visitors Bureau PHLDiversity, Greg is responsible for developing and implementing plans, strategies and initiatives specifically designed to raise Philadelphia's image as a diverse multicultural destination leading to hotel room nights and economic impact for the region.

Greg is a Graduate of Johnson & Wales University Providence, Rhode Island, with an A.S. Degree in Hotel & Restaurant Management; and B.S. Degree in Hospitality Management. Professional Development Leadership Graduate: Institute for Diversity Certification, Urban League of Philadelphia, Leadership Forum, Leadership Philadelphia and Greater Philadelphia Leadership Exchange.

Greg received the 2019 Philadelphia Inquirer, Diversity & Inclusion Awards Outstanding Association, voted 2019 Meeting Trends Top Influencers Meetings Industry, 2019 Philadelphia Tribune Most Influential African American Leaders and recipient Greater Philadelphia Hotel Association 2019 Winds of Change Award.

Greg's professional affiliations include: President SKAL Philadelphia Chapter, board member Boy Scouts of American Cradle of Liberty, Center City District, Center City Proprietors Association, COMHAR Inc., Greater Philadelphia Hispanic, African American, Asian-American and LGBT Chamber of Commerce, and Philadelphia Award.

His professional certifications include American Hotel & Lodging Association, Educational Institute – Certified Hospitality Educator (CHE) and Asian American Hotel Owners Association – Certified Hotel Owner (CHO)