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Corporate Ladder: Former NYC & Company exec heads to Broadway

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Cristyne L. Nicholas, 44, was named chairman of the Broadway Association, replacing Dennis Swanson, who has held the position for six years. Ms. Nicholas will continue in her role as **chief executive of Nicholas & Lence Communications**, which she co-founded. She was previously president and chief executive of NYC & Company, the city's tourism and marketing organization. After Sept. 11, 2001, Ms. Nicholas worked aggressively to bolster the city's \$24 billion tourism industry. Among her other accomplishments, she was appointed to the United States-Japan Tourism Export Council in 2002 and represented the State Department at a conference to promote tourism in Eastern Europe in 2004. The Broadway Association is a not-for-profit organization whose mission is to enhance the cultural and economic status of the Broadway theater district.



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