



Destiny USA hires Gallagher as director of marketing

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Alannah Gallagher

Syracuse, NY Destiny USA is hiring Alannah Gallagher as its new director of marketing. Gallagher will be responsible for leading all of Destiny USA's digital marketing, public relations, on-site events, social media, website, community partnerships, and travel and tourism initiatives.

"Alannah is a dynamic marketing and communications professional, bringing a great deal of digital experience and expertise to Destiny USA," said Robert Schoeneck, general manager, Destiny USA. "Her creativity, high energy, dedication, and passion will certainly help elevate Destiny USA's marketing program and Destiny USA's reputation as the region's premier shopping, dining and entertainment travel destination."

Gallagher has over a decade of experience in marketing, communications, and guest relations, including senior management positions spanning multiple industries. Most recently, Gallagher served as the director of marketing at Poughkeepsie Galleria, also owned and operated by Destiny USA's ownership group, Pyramid Management, in Poughkeepsie, NY, where she managed the development and execution of its marketing and advertising strategies.

"I am honored and energized to join the team at Destiny USA," said Gallagher. "The opportunities at Destiny USA are practically limitless. I eagerly anticipate collaborating with the team, our tenants and our community to bring fresh, innovative ideas to our marketing and communication efforts and further Destiny USA's position as Central New York's top travel and tourism destination."

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