



VBC Appoints New Director of Sales

Huntsville, Ala. (March 7, 2025) – The Von Braun Center (VBC) announces the promotion of Senior Sales Manager, Katie Burroughs, to Director of Sales.

“Over the last 16 years, Katie has proven herself as an organized and outgoing professional who excels at creating lasting relationships among clients – a primary function of the Director of Sales position,” said VBC Executive Director Steve Maples. “She is an asset to our VBC team, and I am looking forward to watching her develop in this new role. I know she will do great things!”

The promotion comes after the longtime Director of Sales & Event Services, Marie Arighi, retired in December after 25 years of working at the VBC. Mrs. Arighi announced her retirement in September 2024, and the VBC Board of Control initiated a comprehensive hiring process that included a national search for the next qualified Director of Sales candidate.

Katie began at the VBC in 2009 as an Administrative Assistant reporting directly to Mrs. Arighi. In 2015 she became Local Sales Manager, Group Sales Manager in 2019 and was later promoted to Senior Sales Manager in 2022.

“I am both honored and excited to accept the position of Director of Sales at the Von Braun Center,” said Burroughs. “Over the years, I have had the privilege of working with the most dedicated leaders, an amazing team and some of the best clients. All events start with the sales department, and I am committed to growing client relationships and supporting my team as we continue delivering exceptional results.”

During her 16-year tenure at the VBC, Katie has excelled in the hospitality and tourism sales industry. She has worked to help establish and maintain integral connections with event planners, and assisted Huntsville-Madison County Convention and Visitors Bureau staff to help attract large conventions to the Huntsville market.

She earned a certification from the American Hotel & Lodging Education Institute to become a Certified Hospitality Sales Professional in 2017; and graduated from Venue Management School through the International Association of Venue Managers in 2019. In 2021, she was recognized as “Faces Under 40” by 256 Magazine. She is Vice President of Communications and Marketing for Hospitality Sales and Marketing Association International (HSMIA) Tennessee Valley Chapter, a member of Society of Government Meeting Professionals (SGMP) Rocket City Alabama Chapter, Association of the United States Army (AUSA) Redstone-Huntsville Chapter, Women in Defense Tennessee Valley Chapter, and Alabama Council of Association Executives. Additionally, Katie represents the VBC as an Emissary at the Huntsville-Madison County Chamber of Commerce.

Outside of bringing events to the VBC, Katie enjoys traveling, attending concerts, and spending time with her ten-year-old daughter, Stella - who has grown up at the VBC and has an honorary staff badge.

