



GREGG ANGEL MARTINEZ

Tourism & Community Development Leader

PROFILE

Mission-driven executive with extensive experience leading citywide tourism, recreation, economic development, and marketing initiatives. Known for revitalizing local destinations, driving regional growth, and fostering inclusive community engagement. Adept at blending strategic planning with hands-on program execution to elevate visitor experience and hometown pride.

EDUCATION

Arizona School of Professional Psychology

MA in Clinical Psychology — Phoenix, AZ

University of Arizona

BA in Psychology, Minor in Business-Tucson, AZ

WORK EXPERIENCE

Director of Economic Development

City of Page, Arizona | 2019 – July 2025

- ❖ Led multi-channel marketing campaigns targeting outdoor enthusiasts, family travelers, and cultural tourists.
- ❖ Collaborated with state agencies, tribal nations, and local businesses to increase visitor traffic and revenue.
- ❖ Oversaw event planning and execution, including regional festivals, sports tournaments, and seasonal attractions.
- ❖ Managed departmental budgets, staff development, and strategic partnerships to support sustainable tourism.
- ❖ Spearheaded integrated tourism and recreation strategy, enhancing Page's visibility as a gateway to Lake Powell and Glen Canyon.

Adjunct Psychology Professor

Coconino Community College | 2020–Present

- ❖ Strategic contributor to the college's workforce development initiatives, bringing leadership in curriculum design and adult learner engagement.
- ❖ Developed and instructed hybrid courses (*Psychology 101* and *Psychology 240*) with a focus on equipping students for academic advancement and workforce readiness.
- ❖ Designed comprehensive course materials and learning frameworks aligned with institutional goals, supporting diverse populations including first-generation students and working adults.
- ❖ Championed learner-centered teaching practices that enhanced student outcomes and contributed to broader institutional efforts to bridge education and economic mobility.

Executive Director

Page Regional Domestic Violence Services | 2013–2022

- ❖ Revitalized nonprofit outreach and visibility, strengthening ties with community and regional stakeholders.
- ❖ Secured funding through grant writing and partnerships, increasing service capacity for underserved populations.
- ❖ Amplified organizational presence at community events, enhancing trust and awareness among residents and tourists.

Director of Behavioral Health

Canyonlands Community Health Care | 2012–2013

- ❖ Oversaw behavioral health programming for a Federally Qualified Health Center (FQHC) serving rural and tribal populations.
- ❖ Developed and implemented a comprehensive mental health program seamlessly integrated within primary care services across multiple counties and tribal reservations.
- ❖ Implemented patient-centered care models to increase access and improve outcomes in underserved communities.
- ❖ Provided direct clinical services, including therapy and facilitation of integrated medical-behavioral health support groups.

AWARDS & RECOGNITION

- ❖ Part-Time Faculty of the Year — Coconino CC (2023)
- ❖ Hotelier of the Year — Arizona Lodging & Tourism Association (2022)
- ❖ Practitioner of the Year — American Society of Criminology (2019)
- ❖ Best New Website — Arizona Association of Economic Development (2020)
- ❖ New Member of the Year — AAED (2021)

COMPETENCIES

- ❖ Microsoft Office, Teams, & Video Editor
- ❖ Agenda Quick
- ❖ Meta and Canva

COMMUNITY LEADERSHIP

- ❖ Page Attacks Trash Cleanup Crew — 2013–2024
- ❖ City Recreation Coach (Softball, Baseball, Soccer, Flag Football) — 2013–2024
- ❖ Coach, Diablos Junior Travel Baseball — 2019–2021 and Junior Varsity Baseball, Page High School – 2022 – 2024
- ❖ Board Member, Arizona Lodging & Tourism Association and NACOG Economic Development Council
- ❖ Member, AZ City/County Management Association
- ❖ City Managers Training, Class of 2024

CORE STRENGTHS

- ❖ Collaborative Leadership & Community Engagement
- ❖ Public Speaking
- ❖ Program & Curriculum Development; Digital & Hybrid Learning
- ❖ Mental Health Services & Strategic Planning
- ❖ Fundraising, Grant Acquisition & Stakeholder Management