**Malcolm White**

**Director of Visit Mississippi**

**Mississippi Development Authority**

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Malcolm White is the Director of Visit Mississippi, the Tourism office of Mississippi Development Authority (MDA). In this role, he is responsible for the overall management, development and implementation of Mississippi’s story. He helps foster the creation of economic growth and opportunities for Mississippi through tourism, creative economy and a greater visitor experience.

Under White’s direction, Visit Mississippi promotes Mississippi as a travel destination and film location by highlighting the state’s culture, heritage, history, natural resources and recreational opportunities through a multi-faceted marketing effort. White oversees a diverse pallet of programs and initiatives from Mississippi’s 13 welcome centers to the Mississippi Film Office.

White joined MDA in 2013 after serving as the executive director of the Mississippi Arts Commission (MAC) for seven years. In that position, he was responsible for overseeing the agency’s staff and operations while driving its mission of supporting and celebrating the arts in Mississippi and its creative culture. Prior to joining MAC, White spent years working his way through the ranks of the hospitality industry, leading him and his brother Hal to open Hal & Mal’s, a popular downtown Jackson restaurant and entertainment venue. He is also founder of the Mal’s St. Paddy’s Parade, which benefits the Batson’s Hospital for Children and attracts more than 75,000 visitors from around the country to Jackson each year, and WellsFest, a family festival held each year in Jackson.

A native of Stone County, Mississippi, White holds a bachelor’s degree in social studies from the University of Southern Mississippi. Throughout his career, he has been a member of and served on the committees of numerous civic organizations. White is presently involved in a variety of organizations including the Mississippi Country Music Trail, the Mississippi Blues Commission and is chairman of Mississippi’s Bicentennial Organizing Committee.