



**CHRISTY SAMAD**  
**Executive VP, Civic & Commercial Space Activation**

Christy Samad joined 3CDC in 2008 as part of the Communications Team after earning her Bachelors in Marketing & International Business from the University of Cincinnati. Following a four-year stint in her initial role, Samad transitioned to the Events Team. At the start of 2017, she was promoted to Vice President of Event Management, and in 2018, Senior Vice President of Event Management. In 2024, the Event Management and Commercial Leasing teams merged under Samad's oversight and she was promoted to Executive Vice President of Civic & Commercial Space Activation. In this role, she continues to provide the leadership, direction and focus necessary to ensure 3CDC's vision for activating civic and commercial spaces is achieved, while working to streamline the organization's work on venue, sponsorship and advertising sales in addition to commercial leasing.

Currently and throughout her tenure, Samad has managed the programming of 3CDC's civic spaces which include Fountain Square, Washington Park, Memorial Hall, Ziegler Park, Court Street Plaza and Imagination Alley. She oversees all aspects of the programming, staffing and financial management that allow each of 3CDC's civic spaces to thrive. In addition, Samad works closely with the Communications and Operations teams to make certain the venues are promoted properly, and safely and actively managed.