



Cassandra Costello  
VP of Public Policy & Executive  
Programs

Cassandra serves as the voice for the visitor for the City's tourism industry. Her role as Vice President of Public Policy and Executive Programs is to create, direct and implements public policy decisions and strategic priorities impacting the future of the City as a destination. Cassandra and her team work closely with representatives of all levels of government, potential developers, neighborhood and business groups and various public and private agencies to ensure the engagement of the visitor experience in San Francisco. Cassandra came from a background in policy and business spending six years at City Hall working on policy matters for members of the Board of Supervisors followed by a seven year stint directing business development and concession management for the Recreation and Park Department in San Francisco.