



Marilyn Ball, president, Kelso Advertising & Design

As president of Kelso Advertising & Design in Asheville, North Carolina, Marilyn Ball has over 15 years of travel and tourism marketing experience. She brings with her an extensive background in the world of tourism cooperative advertising, strategic planning, creative problem solving, ad budget management and media buying techniques.

Marilyn oversees travel and tourism client projects from implementation to completion. She helps create and develop creative, strategically sound programs for her clients, ranging from start up companies to established tourism attractions, accommodations and economic development commissions.

Through her passion and leadership, Kelso Advertising & Design is a thriving agency, dedicated to successfully promoting travel and tourism.

Prior to her tenure in the ad agency arena, Marilyn was a Montessori teacher. She believes those years working with kindergarten children and their parents helped set the stage for her future career by providing unique and valuable insights into family dynamics and group problem solving.

Marilyn graduated from the University of North Carolina with a degree in Mass Communication. In her spare time, she is a Hospice volunteer, works in her garden and loves sailing.