



**SOUTHEAST**  
TOURISM SOCIETY

**BRIAN RUCKER**

**Sports-Sales Manager at  
Tupelo CVB**

*We could have been lawyers. We could have been dentists. We could have been accountants. But no, we decided to pursue careers in tourism. In our Dream Jobs series, we interview some of the best and brightest within the tourism industry about how they broke in and get their advice to the next generation of tourism leaders.*

*Today, we feature Brian Rucker, the Sports-Sales Manager at Tupelo CVB.*

**How long have you been at your job?** 4 Years

**What's your favorite thing about your job?** Each day presents a new and unique challenge. I thoroughly enjoy working with multiple organizations to make sure everyone's goals and expectations are met when hosting sporting events in Tupelo. Every day is a great day when you're the My Tupelo sports guy!

**What's your advice to young people looking to break in to tourism?**

Tourism is all about relationships. No matter what you're selling, provide the absolute best customer service around and you will find success in this business. Learn how to provide a yes when the easiest answer is no. Did I mention that tourism is all about relationships?

**First job?** McDonald's

**Worst job?** Cleaning the ice cream machine at McDonald's

**If you didn't work in tourism, what industry would you want to work in?** College Athletics as an assistant basketball coach

*Want a career in tourism? Check out our [jobs board](#) filled with great jobs located all over the Southeast.*