



Divya Sinharoy is a Marketing Management professional with experience in communications, marketing and social media management. Divya started her career at the York Region Arts Council as an intern, in the short period of time Divya’s capabilities grew and the nature of her role evolved. Divya is now the “marketing magician” behind YorkScene.com – a website dedicated to promoting and marketing events, festivals and fairs within York Region. This role allows her to wear multiple hats as volunteer coordinator, staff

administrator, event and logistics director, social media lead, analytics guru and web content chief. Divya sits on the Central Counties Tourism board and thoroughly enjoys her interactions with her fellow directors. Divya is enthusiastic about keeping up with the growing momentum of creating and cross - promoting tourism within the region and she looks forward to connecting with and learning about local tourism operators, arts and cultural organizations and small businesses.