



INTERNATIONAL CENTER OF
THE CAPITAL REGION
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International Center of the Capital Region Welcomes New Executive Director

(Troy, N.Y.) – The [International Center of the Capital Region](#) (ICCR) is announcing Beth Wales as its new Executive Director. A seasoned communications professional with over four decades of experience, Wales brings a wealth of expertise in strategic management, marketing, and public relations to the role. Her leadership marks a new chapter for ICCR as the organization continues its mission to foster global understanding and connection within the Capital Region, while navigating the recent launch of their Digital Future Fund.

Wales' career has spanned higher education, nonprofit organizations, and business sectors, where she has consistently advanced strategic priorities and elevated brand storytelling. Holding a Master of Science in Health Communications from Boston University, she has developed impactful advocacy initiatives and DEIB-focused campaigns, including her award-winning *Stories That Matter* series, which breaks down stereotypes and promotes inclusion.

Beth is no stranger to success, having earned multiple accolades for her multimedia communications. Most recently, she served in executive communications for a care coordination organization supporting individuals with Intellectual and Developmental Disabilities. In her downtime, Wales enjoys hitting the golf course and is a self-proclaimed enthusiast for the sport year-round.

As the new Executive Director, Wales will lead the International Center of the Capital Region into its next chapter by advancing strategic goals and reinforcing its role as a hub for global connections. She will develop a comprehensive strategic plan with the Board of Directors to build partnerships that cultivate professional, cultural, and global thought leadership. Key goals include creating a pathway for long-term financial sustainability, strengthening their partner network, and expanding the number of international professional visitors to the region to foster new global partnerships. She also aims to explore hybrid opportunities for adult programs to increase community engagement, establish a Model UN

Planning Council to build on the success of the 2024 Model UN program and launch a Global Career Day to inspire the next generation of global leaders.

Guided by the Center's mantra, "We bring our community to the world," Wales will prioritize highlighting ICCR's nearly 70 year history of driving community impact and economic growth. Through storytelling and outreach, she will emphasize the value of international exchange and thought leadership programs, which unite education, government, nonprofit, and business partners. By showcasing the region's unique assets and cultivating global partnerships, ICCR will continue to foster mutual understanding and dialogue to find common ground. A key priority will be re-establishing and building relationships with community stakeholders who share our vision of a unified, global, and inclusive Capital Region. The Center is committed to creating a cohesive global hub where everyone feels they belong.

"I am honored to join the International Center of the Capital Region and excited to build on its legacy of fostering cross-cultural exchange and global education," said Wales. "I look forward to engaging with our community, creating new opportunities for collaboration, and amplifying the incredible work that ICCR does to connect people and ideas from around the world."

Outgoing Executive Director Holly McKenna expressed her enthusiasm for the future of the organization under Beth's leadership. "It has been a privilege to serve as ICCR's Executive Director, and I could not be more confident in Beth's ability to take the reins. Her strategic vision and deep passion for fostering inclusion and connection will be instrumental in guiding ICCR forward."

The ICCR [Board of Directors](#) echoes this sentiment, welcoming Wales' innovative perspective and proven leadership as the organization embarks on an exciting new chapter, recently launching the organization's Digital Future Fund, a campaign aimed at raising funds to enhance ICCR's online presence and digital infrastructure, including the development of a new website.

McKenna will stay on at the organization transitioning to focus on programming, shaping the delegation visits through the [International Visitor Leadership Program](#) (IVLP) and the [Open World Exchange program](#). ICCR has entertained nearly 30 visits, including 250 visitors from more than 70 countries, under McKenna's leadership.

For more information on the International Center of the Capital Region, visit <https://iccralbany.org/>.

About the International Center of the Capital Region

The International Center of the Capital Region (ICCR), a 501(c)(3) not-for-profit organization, has been fostering professional, cultural, and social exchange and global thought leadership for 68 years. As a trusted partner of the U.S. State Department's International Visitor Leadership Program (IVLP) and the Congressional Office of International Leadership's Open World program, ICCR connects global delegates with peers in the Capital Region to exchange best practices and build mutual understanding. These programs showcase the region's unique resources, drive economic development, and inspire educational, cultural, and professional partnerships. Through expertly coordinated meetings and activities, ICCR highlights the Capital Region's diversity, history, and innovation while creating a welcoming and inclusive environment for international leaders.