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Cheekwood Appoints Media and Marketing Veteran Laura Hollingsworth as Chief Communications and Engagement Officer

NASHVILLE, Tenn. – Cheekwood Estate & Gardens has appointed Laura Hollingsworth to its executive leadership team as Chief Communications and Engagement Officer. A seasoned executive with a distinguished career in media, marketing, and hospitality, Hollingsworth brings a proven record of driving organizational growth, brand strength, and community engagement to the historic estate.

In this newly expanded role, Hollingsworth will lead an integrated strategy encompassing internal and external communications, marketing, public relations, and digital media. She will also oversee public engagement, education, and outreach initiatives, advancing Cheekwood’s mission to deliver welcoming, inclusive, and compelling experiences for all audiences.

“We are thrilled for Laura to join Cheekwood as part of the Executive Team charting Cheekwood’s future,” said Jane McLeod, President and CEO of Cheekwood. “Her extensive experience in the media and entertainment sectors will help further Cheekwood’s efforts to deepen and broaden our engagement with our community and visitors from around the world.”

Hollingsworth is a well-known leader in the Nashville business and civic community. She was President and Publisher of The Tennessean and a U.S. Group President for the USA Today Network, where she oversaw news media operations across 26 markets. Most recently, she served as Senior Vice President and Chief Marketing Officer for Opry Entertainment, a division of Ryman Hospitality Properties.

“I love to connect and build, which is why I am so excited to join Cheekwood,” said Hollingsworth. “This institution is both a national treasure and a vital community asset. My goal is to help Cheekwood continue to flourish by deepening engagement, strengthening relationships, and ensuring our experience resonates with the many audiences we serve.”

In addition to her professional roles, Hollingsworth has remained deeply involved in the community. She currently serves on the boards of the Music City, Inc. Foundation and Tennessee State Tourism Development and previously served on the boards of the Nashville Convention & Visitors Corp., Nashville Chamber of Commerce, United Way Greater Nashville, and others.

About Cheekwood Estate & Gardens

With its intact and picturesque vistas, Cheekwood is distinguished as one of the leading Country Place Era estates in the nation. Formerly the family home of Mabel and Leslie Cheek, the 1930s estate, with its 30,000-square-foot Mansion and 55-acres of gardens, today serves the public as a botanical garden, arboretum, and art museum with furnished period rooms and galleries devoted to American art from the 18th to mid-20th centuries. The property includes 13 distinct gardens including the Blevins Japanese Garden and the Bracken Foundation Children's Garden, as well as a 1.5-mile woodland trail featuring outdoor monumental sculpture. Each year, Cheekwood hosts seasonal festivals including Cheekwood in Bloom, Summertime at Cheekwood, Cheekwood Harvest and Holiday LIGHTS. Cheekwood is listed on the National Register of Historic Places and is accredited by the American Alliance of Museums and nationally as a Level II Arboretum. It is a three-time voted USA Today Top 10 Botanical Garden, named the Most Beautiful Garden in Tennessee in 2025 by HGTV, in 2024 and 2025 received a Tripadvisor Travelers' Choice Award, and in 2021 was named by Fodors as one of the 12 Most Beautiful Gardens in the American South. Cheekwood is located eight miles southwest of downtown Nashville at 1200 Forrest Park Drive. It is open Tuesday through Sunday, 9 a.m. – 5 p.m., with extended days and hours of operation depending on the season. Visit cheekwood.org for current hours and to purchase advance tickets required for admission.

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Images for Media

[Laura Hollingsworth Photo](#)

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