

## Summit Speaker Biographies

### Keynote Presentation

#### **James H. Gilmore**

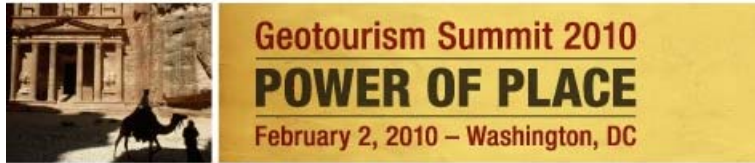
As co-author of *The Experience Economy: Work Is Theatre & Every Business a Stage* (Harvard Business School Press, 1999), James H. Gilmore literally wrote the book that spawned worldwide interest in experience design, customer experience management, and experiential marketing. Gilmore's most recent book, *Authenticity: What Consumers Really Want* (Harvard Business School Press, 2007), contends that businesses must learn to manage authenticity as a distinct business discipline. Gilmore is co-founder of Aurora, Ohio-based Strategic Horizons LLP. He has been described as "professional observer," sought by enterprises around the globe for his expertise in conceiving and designing new ways of adding value to their economic offerings. Recently, Gilmore has been accepted a three-year appointment as the Chief Experience Architect for the San Diego Convention & Visitors Bureau. Gilmore's ideas have been featured in numerous articles on business strategy and innovation for such publications as the *Harvard Business Review*, *The Wall Street Journal*, and *Investors Business Daily*, among others. Mr. Gilmore is currently a Batten Fellow and Visiting Lecturer at the Darden School of Business at the University of Virginia. He previously served as the 2002-2003 Dean Helen LeBaron Hilton Endowed Co-chair at the College of Family & Consumer Sciences at Iowa State University. He is a graduate of the Wharton School of the University of Pennsylvania.

### Afternoon Panel

#### **Keith Bellows**

#### **Vice President, National Geographic Society & Editor-in-Chief, National Geographic Traveler**

Under Keith Bellows, National Geographic Traveler was nominated for a 2003 National Magazine Award for General Excellence. Keith was previously executive producer of Excite, launched Babycenter.com, and ran his own companies, the Media Development Group and WestWorld Media. He created and edited more than 30 magazines for Whittle Communications and Meigher Communications; worked for Sports Illustrated (writer), Disney (magazine developer), ESPN (color commentator), and Reader's Digest (editor); and has written for AARP The Magazine, Washingtonian, Parenting, and many other publications. He is the author of "The Canuck Book" and the 1998 Winter Olympics ACCESS Guide for ABC-TV. A board member of Dartmouth's alumni magazine and former board member of the American Society of Magazine Editors, he speaks extensively at home and abroad, has appeared on television more than 100 times, and teaches photography workshops and writing seminars around the country. A Canadian citizen, Bellows was born in the Congo, and was schooled at Gordonstoun in Scotland and Dartmouth College in New Hampshire.



## **Helen Marano**

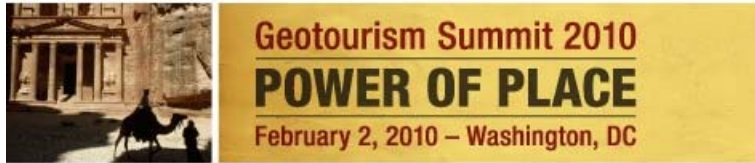
### **Director, Office of (U.S.) Travel and Tourism Industries**

Helen Marano is currently the head of the National Tourism Office for the U.S. on behalf of the U.S. Department of Commerce. She serves as the Director of the Office of Travel and Tourism Industries of the International Trade Administration. She oversees policy and advocacy issues affecting tourism industries in the U.S. and the statistical center on international travel and tourism for the country, incorporating the economic impact and forecasting of international travel and trends. She is also responsible for technical assistance to the industry in helping companies enter the international marketplace to increase exports and to encourage product and economic development in the United States. She serves as an advisor on travel and tourism issues to the Deputy Assistant Secretary for Services and the Department. Prior to joining the Office of Travel and Tourism Industries, she was the Director of Research and Policy and Planning for the U.S. Travel and Tourism Administration (USTTA) where she performed similar duties. Ms. Marano was responsible for establishing the research and planning department for the Orlando Convention and Visitors Bureau in Orlando, Florida, using her expertise and previous experience at the Gallup Organization in Princeton, New Jersey. Before entering the tourism arena, Ms. Marano spent ten years performing research and marketing and product development in banking. Ms. Marano has over twenty-five years experience in product and market development and research. She currently serves on the US Travel Association Board and served on the Travel and Tourism Research Association (TTRA) Board from 2001-2004.

## **Dinu Bumbaru C.M.**

### **Policy Director, Héritage Montréal and President, ICOMOS Canada**

Dinu Bumbaru is a graduate in architecture from Université de Montréal and in Conservation from University of York. Since 1982, he has served as Policy Director for Héritage Montréal, a private not-for-profit organization founded to encourage the protection and revitalization of the architectural, landscape and neighborhood heritage of this uniquely diverse metropolis. In that capacity, he's actively cooperating with the public, business, academic and community sectors to improve the urban development model in Montreal so that it takes advantage and enhance the city's distinct heritage and character in creative and inspiring ways. He co-chairs the Montreal Geotourism Council. In addition to his work at Héritage Montréal, Dinu is involved in teaching and lecturing, and connects the local and the global through volunteerism and advice. He is active in ICOMOS – the International Council on Monuments and Sites which is the advisory body to the World Heritage Committee and UNESCO. He served as member of ICOMOS Executive Committee from 1993 to 2008 and was the Secretary General of the organization between 2002 and 2008, His fields of interests include the participation of communities in the heritage conservation process, preventive approaches and traditional knowledge and themes like the heritage of the Metropolis. He was awarded the Order of Canada and other distinction



for his contribution to the discipline and to make his city a better place for everyone to enjoy.

### **Vanessa Healey**

#### **Vice President, Global Marketing for InterContinental Hotels and Resorts**

An English citizen, Vanessa Healey graduated with a First Class Honors Degree in Travel and Tourism Management at Newcastle upon Tyne Business School, Northumbria, majoring in marketing and law. After a 2 year spell in legal departments at American Express and Kuoni Travel, Vanessa moved into the Hospitality industry trading the legalese for marketing communications. In her 13 years as a hotel marketer, she has launched numerous restaurants and hotels in multiple countries, developed global meetings, corporate and leisure customer products and tactical campaigns to deliver incremental revenues for Holiday Inn and Crowne Plaza brands and for the last 4 years has overseen the revitalization of the InterContinental Hotels and Resorts brand communications as VP Global Brand Marketing. Vanessa's recent work with CSD has involved launching the InterContinental Hotel and Resorts Responsible Business program, sharing the principles of geotourism with 60,000 employees in 160 hotels in 60 countries, ensuring they all understand the importance of hotels as a good neighbor in their local community.

### **Julie Katzman**

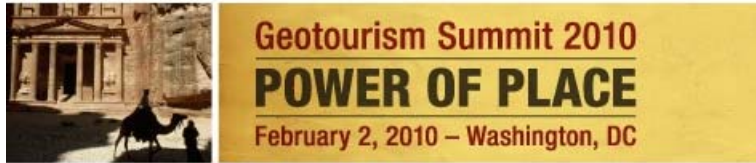
#### **General Manager and Head of the Multilateral Investment Fund**

Ms. Katzman has over 15 years of experience in private equity, capital raising, and mergers and acquisitions. Prior to joining the MIF, she had been based in Washington, D.C. working with companies on a broad range of strategic and financial issues. Earlier in her career, Ms. Katzman worked for Lehman Brothers, in the High Yield and Private Equity businesses. In 1996, she left Lehman Brothers as a Managing Director and co-founded Violy Byorum & Partners (VB&P), a New York-based investment bank focused on Latin America. During her tenure, VB&P was one of the top 10 M&A advisors throughout Latin America. She advised many large and influential companies in the region on both strategic issues and capital raising. Currently, Ms. Katzman serves on the Board of Visitors of the School of Foreign Service at Georgetown University, the Board of Advisors of Instituto de Empresa in Madrid, and the Board of Directors of the International Center for Research on Women ("ICRW"). A summa cum laude graduate from the School of Foreign Service at Georgetown University, Ms. Katzman holds a degree in the Science of Foreign Service. She earned her Masters in Management with Distinction from the Kellogg School at Northwestern University and attended both American University in Cairo and Hebrew University in Jerusalem.

### **Ben Keene**

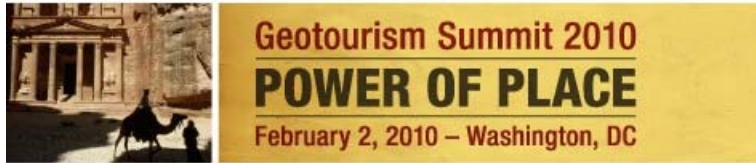
#### **Founder, Tribewanted**

Described in National Geographic as "the Sergey Brin of the South Pacific," Ben Keene's quest in 2006 to create a new cross-cultural sustainable community on a Fijian island via



an online social network captured international attention. Three years on Tribewanted and its Fijian partners have built their community, welcomed 1000 tribe members – who have each played a part in its development – and invested over \$2m into the local economy. Born and brought up in England, Ben’s mission to play a part in the mainstreaming of sustainable tourism began as he chatted to his Tanzanian guide during the decent of Mt.Kilimanjaro aged 18. Inspired by this experience Ben began to work with a young development travel company, Madventurer, whilst he was at university studying politics. Leading volunteer and overland expeditions in Africa became a full-time position upon graduation. Early in 2006, an email and a South Pacific prophecy took him to Vorovoro Island in Fiji where the search for a new tribe began. Social entrepreneur, speaker, writer and nomad, Ben most recently served as one of the 2010 Geotourism Challenge judges.

February 2010



## **Other Presenters**

**Jonathan B. Tourtellot**

**Director, National Geographic Center for Sustainable Destinations and  
Geotourism Editor, *National Geographic Traveler***

A National Geographic Society senior editor since 1980, Jonathan B. Tourtellot launched what would become the Society's Center for Sustainable Destinations (CSD) in 2001. Writer, self-taught geographer, and sometimes photographer, he is the Director of CSD and the Geotourism Editor for *National Geographic Traveler* magazine. He initiated and supervises the Destination Stewardship Surveys reported annually in *National Geographic Traveler* magazine—the 2009 survey on global destinations appeared in the Nov./Dec. issue—and launched the column "DestinationWatch" for *Traveler*. He has also covered climate change for *Traveler*. He originated the concept of geotourism defined as "tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents." He helped develop the study *Geotourism: The New Trend in Travel*, a landmark survey of U.S. traveler behavior and attitudes about sustainability and destination stewardship. He is primary author of the Geotourism Charter, a set of principles adopted by various world destinations from Norway and Guatemala to Portugal's Douro Valley and the city of Montreal. He initiated the annual global online "Geotourism Challenge" conducted by Ashoka Changemakers. He represents National Geographic in the U.N. World Tourism Organization and the associated Centre of Excellence for Destinations.