

# JOSHUA SMITH, CTA

Cincinnati, Philadelphia & Cape Town • [joshua@joshuasmithconsulting.com](mailto:joshua@joshuasmithconsulting.com) •  +1-206-375-0779

**EXPERIENCE:** Fourteen years of tourism industry strategy and development; Proven entrepreneurial drive from conception to implementation; Globally-diverse background with clear vision on brand creation and integrated marketing; Professional presentation skills with vast networking resources

## EMPLOYMENT:

### **Goway Travel** (Los Angeles, CA; Toronto, ON)

Tourism Partnerships Manager (2019-2020; temporary furlough)

- Responsible for business development with tourism boards & airlines
- Determine viable channels to increase marketing efficacy
- Acquire new foreign government investment for product development
- Create and implement strategic marketing proposals & campaigns
- Collaborate with external PR/Marketing agencies on campaign integration

### **South African Tourism** (Los Angeles, CA; New York, NY & Johannesburg, SA)

Manager Trade Relations - West Coast (2018-2019)

- Developed trade engagement plan for increased tourism arrivals
- Consulted South African companies on creation of market-ready product
- Identified & negotiated joint marketing initiatives with travel companies
- Trained South African travel trade on North American source market needs
- Hosted trade partners on personalized in-country programs

### **Millennials in Travel®** (Global)

Co-founder & Director of Strategic Development (2013-Present)

- Created international branding strategy for organization
- Act as national spokesperson within all media outlets
- Manage all aspects of organizational development and new programs
- Acquire sponsorship funding and exclusive partnerships

### **Global Citizen Journeys, an affiliate of Coastline, a Virtuoso Agency** (Los Angeles, CA)

President/Travel Designer (2016-2018; 2020-Present)

- Increased client acquisition through strategic partnerships
- Created content for social media distribution
- Developed privately-guided programs across the globe
- Managed all aspects of clients' travel plans

### **Joshua Smith Consulting LLC** (Los Angeles, CA)

President (2012-2018; 2020-Present)

- Consulted with foreign governments on product & marketing strategies
- Assessed and implemented processes for greater efficiency
- Consulted on new business development for tourism start-up companies
- Developed brand awareness through marketing and media relations

### **TRAVCOA** (Los Angeles, CA)

Associate Director – Private Travel (2015-2016)

- Managed journey consultants with revenue of \$6M+
- Developed new products and tours for luxury traveller
- Determined strategy & created marketing content for portfolio
- Created strategic partnerships with consortia & tourism boards
- Configured new reservations system for detailed tracking on ROI
- Facilitated contracting process & business development with suppliers

Product Manager – Private Journeys (2012-2015)

- Developed and managed operations of 130 programs in over 75 countries
- Increased Travcoa's Private Journeys guest count by 42% and profit per guest through new product development and co-operative marketing
- Managed product portfolio of over \$2M in revenue
- Conducted agent and consumer trainings on destinations and products

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## EMPLOYMENT (continued):

### **45 Degrees Marketing** (Seattle, WA & Miami, FL)

Co-founder (2010-2012)

- Strategized for new business development and account management
- Consulted on brand awareness and product creation
- Educated travel trade industry through trainings and networking
- Managed Middle Eastern portfolio for Travel Marketing Worldwide
- Established US Office for German-based firms, Asia Reps and Luxury Reps

### **Virtuoso, Ltd.** (Seattle, WA)

Account Manager – Tourism Board Partnerships/Alliances (2008-2010)

- Managed \$1.4M in portfolio marketing investments
- Prospected new governments while increasing current investments by 26%
- Designed consumer marketing campaigns for national governments
- Coordinated familiarization trips with suppliers for destination awareness
- Represented company at domestic and international events

Account Manager – Tour & Specialty Operators (2007-2009)

- Developed strategic programs to maximize exposure of products
- Resolved conflicts between travel agents and travel suppliers

## EDUCATION:

### **Arizona State University** - *Expected Graduation May 2021*

- Master of Sustainable Tourism (MST)
- Current GPA: 4.12/4.00

### **Miami University of Ohio** - *Graduated 2004*

- Bachelor of Arts in Speech Communication [Focus: Public Relations]
- Study Abroad Journalism Program in Florence, Italy

## CAREER ACCOMPLISHMENTS:

- Increased Travcoa's Private Journeys portfolio profit by 43% in 4 years, annual profit per guest by 35%, and overall profit margin to a current 33.71%
- Developed Millennials in Travel brand from conception to over 1,400 members in 8 chapter cities within the first twelve months
- Featured on the cover of Travel Agent Magazine's December 2014 issue
- Recognized as 2013 Rising Star of Travel Industry (travAlliancemedial)
- Increased 4 tourism board accounts' investments in Virtuoso from \$212K to \$507K

## TRAVEL ASSOCIATIONS:

- Millennials in Travel - Co-founder & Chairman of Board of Directors (2013-Present)
- National Tour Association - Young Professional Advisory Committee (2014-2018)
- U by Uniworld Advisory Committee (2018-2019)
- United States Tour Operators Association - Conference Committee (2012-2016)
- The Travel Institute - Certified Travel Associate (2009)

## SPEAKING ENGAGEMENTS:

- 2019 & 2020 New York Times Travel Show (Focus on Young Travel Professionals)
- USTOA's Millennial Garage (2014) & Millennial Travel Experts Panel (2019)
- 2014 National Tour Association (The Young Factor Panel)
- 2013 LA Times Travel Show (Meet the Experts – Authentic and Luxury Travel)

**COUNTRIES EXPLORED:** Australia, Belize, Bhutan, Brazil, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Denmark, Egypt, England, France, Germany, Greece, Guadeloupe, Hong Kong, India, Italy, Jordan, Macau, Malaysia, Malta, Mexico, Morocco, Myanmar, Nepal, Netherlands, New Zealand, Norway, Papua New Guinea, Peru, Philippines, Qatar, Singapore, South Africa, Switzerland, Tanzania, Thailand, Turkey, United Arab Emirates