

JOSHUA SMITH, CTA

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EXPERIENCE: Twelve 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:

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

Manager Trade Relations - West Coast (2018-Present)

- Develop trade engagement plan for increased tourism arrivals
- Identify & negotiate joint marketing initiatives with travel companies
- Train & educate travel trade community on South Africa as a destination
- Identify & host trade partners on personalized in-country programs
- Assist with the development of annual business plan for North America

Millennials in Travel® (Global)

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

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

Global Citizen Journeys (Los Angeles, CA)

President/Travel Designer (2016-2018)

- Affiliate of Coastline Travel, a Virtuoso Agency
- 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)

- 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
- Managed tourism relationships for technology & entertainment industries

TRAVCOA (Los Angeles, CA)

Associate Director – Private Travel (2015-2016)

- Managed Private & Custom teams with revenue of \$6M+
- Developed strategy & created marketing content for Private Journeys
- Determined pricing models for destinations and product offerings
- Configured new reservations system for detailed tracking on ROI
- Facilitated contracting process with product suppliers
- Created strategic partnerships with international tourism boards
- Liaised with consortia on business development opportunities

Product Manager – Private Journeys (2012-2015)

- Developed and managed operations of 130 itineraries in over 75 countries
- Increased Travcoa's Private Journeys guest count by 42% through new product development and co-operative marketing efforts in 2014
- Managed product portfolio of over \$2M in revenue
- Conducted agent and consumer trainings on destinations and products
- Increased profit per guest by 15% from 2012 to 2013

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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 accounts for portfolio; increased 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 2020*

- Master of Sustainable Tourism (MST)

Miami University of Ohio - *Graduated 2004*

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

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-Present)
- U by Uniworld Advisory Committee (2018-Present)
- United States Tour Operators Association - Conference Committee (2012-2016)
- The Travel Institute - Certified Travel Associate (2009)

SPEAKING ENGAGEMENTS:

- 2019 New York Times Travel Show (Focus on Young Travel Professionals)
- USTOA's Millennial Garage at 2014 Annual Conference
- 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