



## **Lisa Simon, CTP President**

Lisa Simon, CTP, is the president of NTA, the premier travel and tourism association in North America. NTA has a global membership of 3,000 tourism professionals involved in the growth and development of the packaged travel industry. NTA tour operators package group and independent travel to, from and within North America.

Simon began her tenure with NTA in 1985 and served as its senior vice president from 1998 to 2004. She has managed NTA's education, certification and marketing activities, as well as serving as the director of the National Tourism Foundation (now Tourism Cares). Prior to her position as NTA's president, Simon was the executive director of the International Coach Federation, a professional association for business and life coaches.

Simon's expertise is in organizational change and strategic planning. With more than 25 years' experience in association management, her facilitation skills and analytical abilities have proven effective in leadership development, strategic planning, organizational structure and change management.

She has spoken on global and domestic travel—and tourism marketing and trends—throughout the United States, and on the North American market in Canada, China, Egypt, India, Italy, Jordan, Mexico, Scotland, Senegal, Spain, Tanzania and the UK.

Simon serves on the boards of the Caribbean Tourism Organization and Tourism Cares; and she is a member of the American Society of Association Executives. She previously served on the board of the U.S. Travel Association and the Association for Coach Training Organizations. She received the Certified Tour Professional designation from NTA.

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