

**BIO:**

Natalie Randall is the appointed managing director of the Utah Office of Tourism and Film in the Governor's Office of Economic Opportunity. She leads Utah's international and domestic strategy in building a perpetual visitor economy.

Randall has served on the Utah Department of Alcoholic Beverage Services Commission, Utah Board of Tourism Development, Rural Opportunity Advisory Committee, State Workforce Development Board, and United Way of Eastern Utah. Utah Business Magazine has recognized her as a Business Leader and 30 Women to Watch.

She has built a career anchored at the crossroads of policy and business, finding a passion in elevating community driven initiatives. Randall's professional experience included executive director of the Utah Tourism Industry Association (UTIA), executive director of San Juan County's Economic Development and Tourism, director of Monticello City Parks, Recreation, Trails, and Community and Economic Development, and co-owner of Roam Industry, a family-owned guide and outfitter based in Monticello, Utah.