

Sara Otte Coleman has led North Dakota Tourism since 2003, bringing nearly 40 years of destination marketing and leadership experience, including 15 years at the Bismarck-Mandan CVB. As Tourism-Marketing Director, she guides statewide branding, strategic planning, industry development, consumer marketing and media relations to elevate North Dakota's visibility.

She credits the state's tourism success to strong industry partnerships, a dedicated marketing team and excellent visitor services. With a data-driven approach, she has strengthened North Dakota's marketing strategies and inspired more travelers to choose the state. Under her leadership, tourism development efforts continue to expand attractions and experiences across North Dakota.

Sara serves on several boards and commissions including national tourism leadership roles, serving on the U.S. Travel Association board, and is immediate past-chair of the National Council of State Tourism Directors and the Western States Tourism Policy Council. She has earned numerous honors, including the Governor's Award for Excellence in Public Service and the 2018 State Tourism Director of the Year award, presented by the National Council of State Tourism Directors.