

SHERRY L. RUPERT

6000 Uptown Blvd. NE, Ste. 150
Albuquerque, NM 87110

Work Phone: [REDACTED]

Cell Phone: [REDACTED]

Resume

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EXECUTIVE SUMMARY

Tourism Marketing and Management – Proven skill in building strategic partnerships within the tourism industry and the local, state and federal levels to promote tourism for the nation’s indigenous communities. Extensive experience coordinating cultural tourism events, workshops, cultural tours, itineraries, regional and national conferences, and international tradeshow. Work with a broad spectrum of tourism producers to develop, grow, enhance, and market their cultural tourism products globally.

Fiscal Management – Experienced in implementing financial management practices that build stability and flexibility. Experienced in the review and analysis of financial statements and organizational budgets. Oversee the audit process.

Project Management – Effectively communicate across all levels and departments, including senior management and program teams, taking a strategic management approach to executing and controlling multiple related projects, driving benefits to the entire program by sharing resources, costs and other project activities.

Strategic Planning – Currently leading the strategic planning process for the American Indian Alaska Native Tourism Association (AIANTA), developing a plan and roadmap to identify both short-term and long-term results. Instrumental as a former AIANTA Board Member in the strategic directions that have resulted in growth in partnerships, programming and stabilized funding for the organization.

Board Governance –Extensive experience in handling highly sensitive and confidential information. Appointed and elected to multiple Boards both in leadership and supporting roles, providing direction for the organization. The ability to effectively express ideas in individual and group situations.

Legislative - Ability to work broadly with local, regional and national leaders to build consensus and support – including building support for passage and now implementation of the Native American Tourism and Improving Visitor Experience (NATIVE) Act and legislation to create the Stewart Indian School Living Legacy initiative in Nevada.

Relationship Building – Proven track record and ability to build long-term working relationships to serve the agency mission and achieve goals. Experienced in building relationships with tribal governments and communities, nonprofits, local, state, federal and industry partners. Strong leadership skills inspiring and guiding others toward goal achievement, including supervision of staff, consultants and volunteers.

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RELEVANT EXPERIENCE

American Indian Alaska Native Tourism Association, Albuquerque, NM *Chief Executive Officer (5/2019 to Present)*

AIANTA CEO Sherry L. Rupert (Paiute/Washoe) has nearly two decades of executive-level experience managing and promoting Native American tourism. As CEO of the only national association dedicated to indigenous tourism, the leading voice when it comes to advocating for travel and tourism as a significant economic driver in tribal nations. Hold leadership positions on various national boards including the Board of Directors for the U.S. Travel Association, the America250 Hospitality and Tourism Advisory Committee and the National Park Service Advisory Board Tourism Committee. She is a former member of the Office of National Marine Sanctuary System (ONMS) Business Advisory Council under the National Oceanic and Atmospheric Administration, Department of Commerce.

Under my leadership, launched the Economic Impact of U.S. Indigenous Tourism Businesses, the first-ever study of its kind. Also curate a robust educational program for tribes and indigenous-owned hospitality enterprises around the country. Prior to assuming the role of CEO, served as President of AIANTA's Board of Directors since 2012. During that time, was instrumental in working with Congress to pass the Native American Tourism and Improving Visitor Experience (NATIVE) Act.

State of Nevada Indian Commission, Carson City, NV *Executive Director and Member of Nevada Governor's Cabinet (9/2005 – 5/2019)*

Served as the Executive Director of the State of Nevada Indian Commission, reporting directly to the Governor of Nevada to serve as a liaison to the state's 28 tribes, bands and colonies and served as the Chairperson on Nevada's Indian Territory, Nevada Commission on Tourism. Received numerous awards and accolades for this work, including for work in preserving the site of the Stewart Indian School as a museum and cultural center and coordination of the popular Stewart Father's Day Powwow, the largest three-day Powwow in Northern Nevada. Successfully raised \$5.7 million in state appropriations to establish a museum and cultural center at the historic site. Led the development and implementation of the Stewart Indian School Master Plan (Interpretive Plan, Market Study, and Business Strategic Plan) for the State of Nevada. Created and

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implemented the award-winning Stewart Indian School Trail, a self-guided cell phone walking tour of the Stewart Indian School campus in 2008.

EDUCATION, MEMBERSHIP AND ACHIEVEMENTS

EDUCATION

CULTURAL HERITAGE TOURISM PROFESSIONAL CERTIFICATE (November 2017)
George Washington University, Washington D.C.

BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION, FINANCE MAJOR (May 2005)
University of Nevada Reno, Reno, NV

ASSOCIATE OF ARTS, GENERAL STUDIES (1999-2002)
Community College of Southern Nevada, Las Vegas, NV

SERVICE ACTIVITIES

January 2024 - Present	COMMITTEE MEMBER National Park Service, Advisory Board Tourism Committee, Washington, D.C.
February 2022- Present	BOARD MEMBER U.S. Travel Association, Board of Directors, Washington, D.C.
September 2021- Present	CO-CHAIR America250 Foundation, Hospitality and Tourism Advisory Council, Washington, D.C.
January 2021 - December 2023	BOARD MEMBER U.S. Department of Commerce, Office of National Marine Sanctuaries, Business Advisory Council, Washington, D.C.
January 2016 - May 2019	BOARD MEMBER Stewart Indian School Preservation Alliance, Carson City, NV
June 2013 - June 2018	BOARD MEMBER U.S. Department of Commerce, Travel and Tourism Advisory Board, Washington D.C.

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| February 2013 -
December 2014 | COMMISSIONER
Nevada Sesquicentennial Commission, Carson City, NV |
| September 2010 -
March 2019 | BOARD PRESIDENT
American Indian Alaska Native Tourism Association, Board of
Directors, Albuquerque, NM |
| August 2008 -
May 2019 | CHAIRPERSON
Nevada's Indian Territory, Nevada Commission on Tourism,
Carson City, Nevada |
| December 2006 -
May 2010 | UNR POWWOW COMMITTEE MEMBER
University of Nevada, Reno; Reno, Nevada |
| July 2004 –
May 2019 | STEWART FATHER'S DAY POWWOW
COORDINATOR
Stewart Father's Day Powwow Committee, Carson City, Nevada |

HONORS AND AWARDS

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| March 2021 | 20 Influential Women in the Travel Industry
Travelpulse.com |
| May 2018 | Top 40 Sierra Nevada Powerful Women
Northern Nevada Business Weekly, Reno, NV |
| January 2018 | Northern Nevada Business Weekly Readers' Choice Best in
Business Honoree, Most Influential Thought Leader
Northern Nevada Business Weekly, Reno, NV |
| September 2017 | 2017-2018 Best Cultural Heritage Experience
(Stewart Father's Day Powwow)
American Indian Alaska Native Tourism Association,
Albuquerque, NM |
| October 2015 | Grand Marshal Nevada Day Parade
Nevada Day Parade Committee, Carson City, NV |
| June 2015 | Event of the Year (Stewart Father's Day Powwow)
Carson City Chamber of Commerce, Carson City, Nevada |
| April 2011 | Statewide Excellence in Tourism Award
Nevada Commission on Tourism, Carson City, Nevada |

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- April 2009 **Human and Civil Rights Award**
Nevada State Education Association, Reno, Nevada
- April 2009 **Excellence in Tourism Award – Reno-Tahoe Territory**
Nevada Commission on Tourism, Carson City, Nevada
- November 2007 **Native American Community Leader**
American Indian Chamber of Commerce, Las Vegas, Nevada
- March 2007 **Excellence in Tourism Award – Indian Territory**
Nevada Commission on Tourism, Carson City, Nevada