

Alabama Governor's Conference on Tourism

August 14-17

Montgomery, Alabama

Speaker: Roger Dow
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Roger Dow is President and Chief Executive Officer of the U.S. Travel Association, the national umbrella organization representing all segments of the \$770 billion U.S. travel and tourism industry.

Dow has served in his present position since 2005. Prior to joining U.S. Travel, Dow rose through the ranks at Marriott International in a career that began as a summer lifeguard at the sixth Marriott hotel and spanned 34 years to become Senior Vice President, Global and Field Sales, leading Marriott's 10,000-person worldwide sales organization. His many accomplishments for the company included development of Marriott Rewards, the world's leading frequent traveler program.

In May 2009, Dow was presented an honorary degree from Johnson & Wales University (Doctor of Business Administration in Hospitality Management) and named the William R. Tiefel Professorial Chair in the university's Hospitality College. He was recognized by his peers as the 2008 Association Executive of the Year, an honor presented by *Association Trends* magazine that reflected

Dow's success in unifying the travel industry and greatly increasing its effectiveness on Capitol Hill. He has also been named to the Convention Industry Council's prestigious Hall of Leaders, was recognized by Meeting Professionals International (MPI) as one of the industry's top leaders, was selected by *MeetingNews* as one of the 25 most influential people in the meetings industry, and has been honored by the American Society

