Board of Directors Election
Direct and Allied Representatives

2019
Message from President:

This August, during GBTA’s annual Convention in Chicago, all Direct and Allied members will have the opportunity to take part in our election process. The open positions on this year’s ballot include President, Vice President, two Direct Member at Large seats and one Allied Member at Large seat. In this online brochure, you will find information and platform statements from all of our participating candidates. I encourage you to take some time to review the information and get to know your candidates, so you can make an informed choice when you cast your vote.

On Monday, August 5, during the Annual Business Meeting at Convention, each candidate will deliver their campaign speech. You will be able to cast your vote for the next leadership electronically Monday, August 5 through Tuesday, August 6. In order to vote, you must be a current Allied or Direct Member of the Association. To vote onsite, you must also be registered for Convention by July 23, 2019. If you have questions about your membership status, please check with GBTA’s Member Care Team at membercare@gbta.org before July 23.

The GBTA Board of Directors serves as the governing body of the Association and is responsible for establishing the focus and direction of the Association. This is your opportunity to vote for the candidates you believe will best lead our organization, so I strongly encourage you to participate in the GBTA electoral process.

Our Association’s continued success is driven by the dedication of many member volunteers. Keep our Association strong by being an active participant and cast your vote this August 5th and 6th at Convention or via an absentee ballot by July 29th!

Best regards,

Christie Johnson
President
Global Business Travel Association
GBTA BOARD OF DIRECTORS ELECTION 2019

The Board consists of thirteen (13) Members comprised of the President, Vice President, Immediate Past President/Chairman of the Board, President of the Chapter Presidents’ Council, President and Vice President of the Allied Leadership Council, five (5) Direct Members elected at large, and two (2) Allied Members elected at large. The Executive Director & COO also serves as an ex officio Member of the Board.

This year, GBTA’s Membership will elect:

- **President** for a term of two years
- **Vice President** for a term of two years
- **Two (2) Direct Members at Large** for a term of three years
- **One (1) Allied Member at Large** for a term of two years

The President and Vice President will be elected by GBTA Direct Members.

The President and Vice President serve a term of two years to begin at the close of GBTA Convention 2019 through the close of GBTA Convention 2021.

The Direct Members at Large will be elected by GBTA Direct Members.

The Direct Members at Large serve a term of three years to begin at the close of GBTA Convention 2019 through the close of GBTA Convention 2022.

The Allied Member at Large will be elected by GBTA Allied Members.

The Allied Member at Large serves a term of two years to begin at the close of GBTA Convention 2019 through the close of GBTA Convention 2021.
According to the Bylaws, each GBTA Member will be permitted to cast one vote for respective vacant seats on the Board by ballot at the GBTA Convention or by absentee ballot.

You will receive information on how to request an absentee ballot on June 20 and you have until July 5 to request an absentee ballot.

The ballot will contain necessary information for the Election of Directors.

Absentee ballots will be submitted electronically and must be received by July 29, 2019, which is five business days prior to the start of Convention. Instructions for submission and completion will be included on the ballot.

**VOTING ELIGIBILITY**

Individuals must be Direct or Allied Members of GBTA to be eligible to vote. To vote onsite at Convention, you must also be registered for Convention by July 23, 2019.

Name badges at Convention will convey your eligibility by indicating “Vote—yes” if you are eligible or “Vote—no” if you are not eligible to vote.

In the United States, if you are a community member in a Chapter, but not a global member, you will not be eligible to vote.

If you have questions about your membership status or voter eligibility, please contact GBTA’s Member Care Team at membercare@gbta.org, before July 23, 2019.

**VOTING PROCEDURES**

Please join us for the Annual Business Meeting on Monday, August 5, at Center Stage at 10:15 AM CT to hear Board candidates speak.

GBTA Direct Members will elect the President and Vice President for terms of two years and will elect the two (2) Direct Members at Large for terms of three years.

GBTA Allied members will have the opportunity to elect one (1) Allied Member at Large for a term of two years.

Electronic voting will be open beginning Monday, August 5 at 11:30 AM CT through Tuesday, August 6 at 6 PM CT. Please note there will only be online ballots.

Election results will be announced at the Convention Arena Luncheon on Wednesday, August 7, at Chicago’s McCormick Place.
The President will preside at all meetings of the Board. This person exercises general supervisory control over the affairs of the Association. The President serves a term of two (2) years to begin at the close of GBTA Convention 2019 through the close of GBTA Convention 2021. All GBTA Direct Members may vote for these candidates. The nominee for President is:

CANDIDATE FOR GBTA PRESIDENT

Bhart Sarin, GTP, CPSM
Director, Procurement Operations and Travel, Corporate and North America
Ingredion Incorporated

GBTA AND CHAPTER HISTORY

GBTA, INDUSTRY AND PROFESSIONAL EXPERIENCE
- Travel Buyer (2005–Present)
- GBTA Member (2009–Present)
- GBTA Chairman of the Board (2017–Present)
- GBTA Board Director At-Large (2012–2017)
- Legislative Advisory Council (2009–2012)
- Vice President, Pittsburgh BTA (2010–2011)
- Government Relations Chair, Pittsburgh BTA (2009–2010)

INDUSTRY RECOGNITION
- GBTA Masters Honoree (2016)
- MeetingsNet Changemaker (2013)
- Global Travel Professional Certification (2012)
- Business Travel Professional Services Award (2012)
- Supply and Demand Chain Executive Magazine “Pro-to-Know” (2011)
- Certified Professional in Supply Management (2011)
- Certified Corporate Travel Executive (2009)

PLATFORM STATEMENT

GBTA, it is with a profound awareness of the obligations and challenges ahead that I embrace the privilege to become your President.

I never expected to hold this role. In fact, I never expected to be a corporate travel buyer! Starting my career in the metals business, I worked around the USA in manufacturing plants seeking a career of operations and Six Sigma. That all changed greatly when I desperately wanted to get home to Pittsburgh. One company took my call and said “We don’t have any Six Sigma roles available, yet we have a job in
Strategic Travel Sourcing.” As a 24 year old, I asked what that meant and the HR executive said “Your ticket home!” Thus, the adventure began.

Since then, volunteering at GBTA has become a foundation of my life. It has been quite the journey, full of learning, mentoring, and amazing experiences. We have had tough debates and achieved great things. All the while I developed a deep affection for the intimacy of the corporate travel business, its passionate members, and the seemingly impossible challenges we face on a daily basis. It is a pleasure to volunteer and serve you, I enjoy every minute of it, and I look forward to the task ahead.

Last year, I had the honor of keynoting the celebration of GBTA’s 50th Anniversary. And for the past year, I’ve thought about the next 50 years of GBTA, and I see three existential threats that we must tackle together. The solution to all of them? REMEMBER the MEMBER.

Our first challenge is a by-product of our success. When you double revenue, triple membership, and grow from a US/Canada Association to operating on six continents, people notice! In the past few years many entities have begun to leverage our members to create content and run tradeshows solely for the purpose of profit. The magic of GBTA and our peer organizations such as ITM, VDR, bTB, and ACTE is that volunteer leadership is at the core. That is what has sustained us for decades and we must continue to REMEMBER to protect our MEMBER’S home by seeking stronger partnerships will ALL travel associations that value something higher for our industry than simply making a dollar.

Our next challenge is to bring back our longest tenured members to the Association. If you look at the Convention attendance and membership renewal data, you will see a continuous decline in participation for members with 20+ years of service. Many of these members taught me everything I know. We would have never survived GDS fragmentation (remember that?), navigated open booking, or even begin to understand the implications of NDC without these priceless colleagues. We must REMEMBER to listen to these MEMBER’S and understand what GBTA needs to adjust before we lose them and their vast knowledge forever.

The third challenge? I am afraid to say one of my own making. It is no secret that I was instrumental in the modernization effort of our Bylaws in 2015, and while I believe that 99% of those changes were to the benefit of the Association, I made a mistake by removing term limits from the Presidency. Let me be clear, the responsibility lies with me, in fact, I benefitted from it by serving as interim Chairman. I have since learned that it creates a bottleneck on succession planning. Without that, we cannot draw new leaders onto the Board and benefit from the diversity of thought and experiences they will bring. We must REMEMBER to create a pathway for our MEMBER’S to become the leaders of the future.

One of my mentors taught me to admit a mistake is a first step, and true redemption is in learning from and fixing it. Therefore GBTA, you have my solemn pledge—I will seek to reinstate term limits to the Presidency, starting with my own term.

My friends, in my final campaign in this Association I love so much, I want to thank all of you for the opportunity to lead. Following all-time great Presidents like Donna Kelliher and Christle Johnson will certainly not be easy, yet with your help, we will accomplish great things.

Soon, I will take the helm of GBTA in Chicago, where I first walked into a NBTA Convention 13 years ago. There I will ask for you to join me, because together, we will REMEMBER the MEMBER.
GBTA BOARD OF DIRECTORS ELECTION 2019

VICE PRESIDENT
The Vice President presides at meetings of the Board of Directors and related committees if and when the President is not available. The Vice President is also a member of GBTA’s Finance and Budget Committee. Like the President, the Vice President serves a two-year term that begins at the close of GBTA Convention 2019 and runs through the close of GBTA Convention 2021. All GBTA Direct Members may vote for these candidates. The nominees for Vice President are:

Jennifer Steinke, CCTE, GTP
Associate Director, Global Travel
PPD, Inc

Denise Truso, CCTE, GTP
Category Lead, Travel Meetings & Events
Abbott
GBTA VICE PRESIDENT
CANDIDATE HISTORY AND PLATFORM STATEMENTS
CANDIDATE FOR VICE PRESIDENT

Jennifer Steinke, CCTE, GTP
Associate Director, Global Travel
PPD, Inc

GBTA AND CHAPTER HISTORY
- Current GBTA Board Member—Direct Member At Large
- Chairperson GBTA Blue Ribbon Education Panel
- Convention Peer Review Committee Member
- Curriculum Writer for Fundamentals of Business Travel Management
- GBTA Board LATAM Liaison
- GBTA Direct Member since 2000
- Ladders Mentor 2019
- Technology Committee Member, 2009-2012, 2015-2016
- Government Relations Committee Member, 2012-2015
- GTP (Global Travel Professional) Taskforce Member
- GTP Item Writer, 2014
- GBTA PAC Donor 2010-Present
- Current GBTA Chapter Member—North Carolina BTA
- Previously served as Board Member:
  - North Carolina BTA
  - South Florida BTA
  - Arizona BTA
  - Central/North Florida BTA

INDUSTRY INVOLVEMENT
- Presenter GBTA Conventions 2009-Present
- Featured Speaker at 6 GBTA Global Conferences
- Highly rated speaker, delivering educational content to 22 local GBTA Chapters
- Speaker at multiple industry events hosted by suppliers, associations and media outlets
- Major content contributor to over 20 industry webinars
- Business Travel Executive Magazine Writer/Contributor
- Chair Think Tank Advisory Board, Business Travel Executive Magazine
- WINIT Mentor
EDUCATIONS/CERTIFICATIONS
- GBTA GTP, 2012
- GBTA CCTE, 2006
- Masters in Business Administration
- Bachelors in Business Management
- IATA CTC
- ARC CAS

INDUSTRY AWARDS
- GBTA Masters Honors Recipient, 2016
- Business Travel News 2017 Best Practitioner

PLATFORM STATEMENT
There are three compelling reasons why a person joins a professional association. To get information before the rest of the industry, . . . To gain corporate influence, . . . And to make more money! It is great that we can make a greener planet and improve the lives of hundreds of thousands of business travelers, but we are all making mortgage payments, putting kids through college and saving for or dreaming of retirement.

Our time spent with each other at conferences, regional events, and electronic meetings is aimed at advancing our respective companies’ objectives and ultimately our personal objectives. My pledge is to guarantee that your time spent within GBTA is productive beyond dinners, beyond awards and beyond politics.

The key to making this happen is more Accessibility to your association leaders . . . more Accountability regarding this association’s direction and effectiveness and Action! Meaning—do we as an association deliver on our promises to you? I ask these questions: “What do we get now? and How can we make it better?” I believe many of you are now asking the same questions.

As a Board member for the past three years, I have worked incessantly at keeping my commitments to the membership. As Chair of the Blue-Ribbon Education Panel I have given a voice to members about what they want to see in the GBTA educational offerings and more access to the associations leadership to ensure their voices have been heard and actioned. I am not done. There is more work to do and as YOUR Association VP I will continue my mission not only around education, but around Accessibility. You have questions, concerns and suggestions, I will do all in my power to open the doors to our members to find their place, find their answers and provide the transparency that all our members deserve.

As an association we are accountable to our members and should never lose sight of that. I believe in serving the industry and the members of GBTA. It is important that we are diligent in the utilization of the members money and resources so that we can continue over time to deliver on our mission along with ensuring the financial stability of our organization. In conjunction with my fellow Board Members and Association Leadership, as your Vice President, I will ensure that all the checks and balances are in place and that we are doing the right things for the right reasons, without bias or personal agendas.
I know that I am the right candidate to deliver on action. Over the years and most recently as your direct member at large on the board of directors, I have done more to advance the industry than most. I have worked tirelessly on education and I have spent countless hours developing and delivering innovative content to further the industry all the while “doing my day job” of managing global travel programs upwards of $180M, getting a Bachelor’s and Master’s Degrees, raising a family (I have two great kids, just saying), and being a road warrior. I know how to action things and I promise that if you want something done, there is no better candidate than me. You can take that to the bank!

Thank you for taking a few moments of your very busy day to learn more about me and my vision for the future of GBTA and please remember I stand for Accessibility, Accountability and Action. We are in the people business. . . . Let’s put the humanity and personal touch back in the association business.

You have trusted me before and I am asking for your continued trust when I ask for your vote. There is more work to be done and as your VP, I will not disappoint. Vote Again for Jen!
GBTA BOARD OF DIRECTORS ELECTION 2019

CANDIDATE FOR VICE PRESIDENT

Denise Truso, CCTE, GTP
Category Lead, Travel Meetings & Events
Abbott

GBTA, INDUSTRY AND PROFESSIONAL EXPERIENCE

20+ years: GBTA Member 12 years, GBTA Chapter Member 20+ years

- GBTA Board of Directors
  - Direct Member at Large (2013–Present)
    - Chair, GBTA Audit Committee (2015–Present)
    - Board Liaison, GBTA EMEA Region (2013–Present)
    - Board Liaison, GBTA Committee (2013-2016)
- GBTA Chapter Presidents’ Council Board of Directors
  - CPC President (2011–2013)
  - CPC Vice President (2009–2011)
  - CPC Member (2008–2010)
- GBTA North Central Chapter Board of Directors
  - President/Chairman (2008–2011)
  - President Elect (2007–2008)
  - Allied Representative (2004–2007)
  - Committee Chair/Member (2000–2010)
    - Legislative; Website; Education; Sponsorship; Special Events

Industry Subject Matter Expert/Speaker

  - Asia, Canada, Brazil, Europe, United States
- Various Industry Advisory Boards (2011–Present)
- GBTA 2018 Convention—Center Stage Panelist: Turning the Tables, Buyers Take Center Stage
- BTN Group—Conference Presenter: 2017 Business Travel Trends & Forecast
- Concur Fusion Speaker (2011 and 2013)
- Featured in Meetings Minneapolis Hospitality Journal (Winter 2010)
- GBTA Convention—Various Education Sessions: Technology; Strategic Meetings and Events
- GBTA Chapter Speaking Engagements—Numerous Chapters and Topics
- GBTA Legislative Summit Attendee
INDUSTRY RECOGNITION/CERTIFICATIONS/EDUCATION

Industry Recognition

- Inaugural Masters Honors (2016)
- Concur Technologies Innovation Award Winner (2013)
- CPC Business Travel Professional Service Award (2009)
- Carlson Wagonlit Travel, Master’s Recipient (2008)
- North Central Business Travel Association, President’s Award (2006)

Certification and Education

- Global Travel Professional (GTP) Certification (2012); Renewed GTP (2016 and 2018)
- Certified Corporate Travel Executive (2008)
- National Business Travel Association Foundation Scholarship Recipient
- Wisconsin & North Central Business Travel Association Chapter Scholarship Recipient
- CPC Scholarship Recipient

PLATFORM STATEMENT

First and foremost, I would like to thank all of the GBTA Members and Volunteers for your support, guidance and confidence throughout the years. Without you I would not be here today, and I am honored you have placed your trust in me.

After spending over 20 years in the business travel industry (12 years as a supplier and the past 10 years as a buyer), my GBTA journey has EVOLVED and today I ask for your VOTE to serve as GBTA VICE PRESIDENT.

My decision to run for Vice President was based largely on who we are as an Association. GBTA is a special group of extremely intelligent, authentic and kind professionals who seek to serve and accomplish more than a personal promotion or the next sale. I have SEEN this Association EVOLVE—starting as a supplier and transitioning to a buyer. Along the way, I SERVED GBTA and its members in numerous capacities—currently as the buyer’s voice in the role of a Director at Large on the GBTA Board of Directors. As your Vice President, I will SEEK to ensure GBTA continues to EVOLVE.

As an Association, we should continue to SEE what the members need, SERVE their interests, and SEEK the right leaders to serve. In doing so, the future of our Association will be bright.

SEE New Education

As our industry continues to change and grow, and as mergers, acquisitions, and globalizations continue to EVOLVE our professional landscape and our lives, we must SEE the importance of being the leading voice of education and support for our members. The advent of technology and the sharing economy have created a need for the travel manager to be agile. GBTA must also be agile in its education to support them. We must SEE that companies are tightening discretionary spending
and develop creative ways to deliver education beyond a classroom setting. Finally, we must SEE that we are in a generational change. From the new travel professionals in the Ladders program, to a 20+ year veteran, we each have different learning needs and GBTA must EVOLVE to deliver this variety to the members.

**SERVE Members First**

Trade Associations like GBTA live and die by the passion of their members. As a leader in the organization, the ONLY choice is to SERVE members first. With a 9,000 member Association, it is difficult to balance everyone’s desires. However, I have always believed that each Board decision should be viewed through a “member first” lens in order to lead us to our best results. It is important to focus on the needs of our members to enable them to continue to expand and thrive in this economy. Conversations with our buyers and suppliers are required, if we want to continue to provide an opportunity that will allow us to raise the bar, be innovative, and ultimately lead us into the future. As your voice, I have endeavored to listen, to learn and to lead with the goal of growth, education and harmony. As your Vice President, I will continue to SERVE you and EVOLVE with our members.

**SEEK Leaders**

The future of GBTA will not be determined by me or this Board—it will be determined by you. GBTA and its Board must make it a priority to SEEK leaders to guide our members, Chapters, Committees, and Board into the future. This effort must go beyond a call for nominations; it will require a firm commitment to invest, mentor, and encourage members to take the next step in their Association career. We have many travel managers, procurement professionals and industry experts across the globe that have a wealth of knowledge and bring tremendous value to our Association. All we have to do is SEEK them out and as a result GBTA will continue to EVOLVE.

GBTA has a bright future and we must ensure that we remain a unified and dynamic force as the leader of the business travel industry.

Therefore, I humbly ask for your VOTE and SUPPORT to SEE that future, SERVE our members, and SEEK the leaders that will take us there.

VOTE for **DENISE TRUSO** as **VICE PRESIDENT** and GBTA will continue to **EVOLVE**.
DIRECT MEMBER AT LARGE (2)

Direct Members at Large exercise the General Powers of the Association, as those powers are set forth in the Association’s Bylaws. Direct Members at Large serve a term of three (3) years to begin at the close of GBTA Convention 2019 through the close of GBTA Convention 2022. All GBTA Direct Members may vote for these candidates. The nominees for Direct Member at Large are:

Gloria Gonzalez, CCTE, GTP, GMS
Director of Travel and Meeting Services
Freeman

Jan T Jacobsen
Global Accommodation Manager
AIG

Sharlene Ketwaroo-Nanoo, GTP
Category Manager
Rogers Communications Inc.

Connie Smith, GTP, GLP
Manager, Global Travel Services
McCain Foods Limited

Rita Visser, GTP
Director Global Travel Sourcing and GPO
Oracle

Shariene Ketwaroo-Nanoo, GTP
Category Manager
Rogers Communications Inc.
GBTA BOARD OF DIRECTORS ELECTION 2019

CANDIDATE FOR DIRECT MEMBER AT LARGE

Gloria Gonzalez, CCTE, GTP, GMS
Director of Travel and Meeting Services
Freeman

GBTA AND CHAPTER HISTORY

- 25 years plus in the Travel Industry
- 18 years GBTA Direct Member
- GBTA Board of Directors—Chapter President Council (2015–2019)
  - Blue Ribbon Panel
  - GBTA Committee Liaison
  - Attend GBTA Legislative
- President of GBTA Chapter President Council (2015–2019)
  - GBTA Leadership Summit—Chair
  - One Brand convert Affiliates to Chapters
  - Establish a Finance Committee for the CPC
  - Establish a Guidelines and Process Committee
  - CPC Business Travel Professional Service Award Committee
- GBTA Dallas Fort Worth Chapter
  - Chairman—GBTA DFW (2015–2019)
  - President—GBTA DFW (2011–2015)
  - Vice President—GBTA DFW (2009–2011)
  - Direct Board Member—GBTA (2007–2009)
  - Golf Chair GBTA DFW for 6 years
  - Texas Education Day—Chair for GBTA DFW for 4 different events
  - New Member Committee
  - Member since 2001

INDUSTRY RECOGNITION/CERTIFICATIONS

- GBTA Business Travel Professional Service Award
- GBTA Master Honor Recipient
- GBTA Volunteer of the Month
- Presenter at local Chapter

PLATFORM STATEMENT

Thank you for investing time on reading my platform. I would like to ask for your vote for this year’s election for the GBTA Board of Directors—Direct at Large. Although, you have choices on who will represent you on the GBTA, let me tell you
why I am the best candidate. My platform is simple, honest and focused on the GBTA members and leadership. I have held several positions in the local chapter and on the GBTA board as President of Chapter President Council. Never did I image that I would continue volunteering with GBTA in this capacity. My passion for the travel industry and with our membership’s growth it continues to fuel my desire to improve our association.

Change leads to Growth

I have seen many changes in my time as a member of this association including the name change from NBTA becoming GBTA. This organization has been led by a variety of leaders that have helped grow and evolve the association. I have been actively engaged as a member of the GBTA Board as President of the Chapter Presidents Council. During my term, I successfully led the initiative to transition all local GBTA affiliates under one GBTA Chapter structure. Building the bridge for the Chapter and Affiliates has been key for our growth. To have this group of strong and united volunteers in their local cities representing and promoting education, with networking and the encouragement of others in the industry. This is a step in the right direction.

As a member of the current Board, I am actively engage with GBTA committees. The GBTA committees are critical to the association as they deliver research and education to the membership. I played an integral part in improving communications between all committees on a global scale. This allows our volunteers to share best practices, and drive ideas in working together for a global solution. This will ultimately provide more value for our members. Working together globally allows GBTA to become the best in class. One Brand with One Goal.

Trust in Leadership

A trusting leadership is most important for GBTA future. GBTA has been fortunate in having great leaders to move this organization from a National level to a Global level. I believe in leading by example. My commitment to GBTA, locally and globally is to deliver more than promised. Being inclusive and recognizing the GBTA volunteers in every region is necessary. Reviewing GBTA by-laws, processes and procedures needs to be a requirement as well as publishing the results.

I believe that we are in the best industry with many opportunities. I believe in being honest and kind to all volunteers, GBTA staff, and our membership. Being a leader comes with responsibility to the organization, sponsors and members. A great leader must be willing to do more than expected by showing grace to others, being empathic, being honest and listening to other opinions. I humbly ask for your vote on the upcoming election, for the direct at Large position on the GBTA Board of Directors. In return, I will continue to do more than what is required, treat everyone with kindness, listen to new ideas and continue to build the bridge towards one brand with one goal.

“A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others. He does not set out to be a leader, but becomes one by the equality of his actions and the integrity of his intent.” Douglas MacArthur

Your vote matters to GBTA and myself. Thank you for taking time and reading my platform.

Sincerely, Gloria Gonzalez
GBTA BOARD OF DIRECTORS ELECTION 2019

CANDIDATE FOR DIRECT MEMBER AT LARGE

Jan T Jacobsen
Global Accommodation Manager
AIG

GBTA, INDUSTRY AND PROFESSIONAL EXPERIENCE

- Member of the GBTA Accommodations Committee (2017–2019)
- Member of GBTA RFP Primary Task Force (2018–current)
- Member of GTMC Corporate Advisor Board (2018–current)
- Member of 3 Hotel Chains Corporate Advisory Boards (2016–current)

With 25+ years of senior-level and entrepreneurial career experience in the hospitality and travel industries, I offer a wealth of expertise in sourcing, procurement, sales and marketing and revenue opportunities, specialising in the accommodations vertical.

I serve as Global Accommodations Manager with U.S.-based multinational insurance corporation AIG. Here, I commandeer both the firm’s Global Hotel Program and Global Apartment Program, comprising sourcing, procurement, implementation and management of both programs.

INDUSTRY RECOGNITION

- Corporate Buyer of the Year—Serviced Apartment Awards (2018)

PLATFORM STATEMENT

First of all, thank you all for what you do for GBTA. I truly believe in mutually beneficial relationships and that the membership reflects the success to any association. A few decades ago, travelling overseas or communicating with people who speak a different language was not part of everyday life. Today though, countries and communities around the world are becoming more connected. Travel is more affordable and accessible, and businesses and operating on a global scale, irrespective of how large they are. With GBTA being the leading association in business travel, with a growing global membership base, I think it is important the Board of the association has a spread of geographical presence to reflect this.

My savvy in business was fundamentally impacted by a three-decade global career as both as professional and amateur dancer, beginning at the age of 13, with studies in the art at the tender age of 4. Growing up with persistent targets, strategic work...
and planning goals, being guided and mentored by professional team coaches—and always striving to be the best—is truly the foundation of my success. With the amount of travel my dance career required it was a natural transition to studying Travel and Tourism Marketing at Westminster University in London, after a decade of non-stop global travelling.

I do take the responsibility of this Board seat very seriously and with my work ethics I am committed to invest the time and travel required in order to fully contribute. I strongly believe that professionalism, integrity and courtesy with a global view of challenging the status quo, are required to continue enhancing GBTA’s global presence, which I am confident that I will deliver.

#letsputtheingbta
GBTA BOARD OF DIRECTORS ELECTION 2019

CANDIDATE FOR DIRECT MEMBER AT LARGE

Sharlene Ketwaroo-Nanoo, GTP
Category Manager
Rogers Communications Inc.

GBTA HISTORY

■ GBTA member—2005–present
■ GBTA Canada Leadership Advisory Council—2011–2014
■ GBTA Canada Advisory Board—2014–present
■ Chair, GBTA Canada Advisory Board—2016–present
■ GBTA Global Travel Professional Designation—2013–present
■ GBTA Masters Honors—2016
■ Seneca College Hospitality Program Advisory Committee—2016–2018
■ Humber College Tourism Management Program Advisory Committee—2018–present

PLATFORM STATEMENT

I believe that an engaged global membership drives the success of GBTA and that our leadership should reflect our membership.

As a long time global member and Canadian Advisory Board Chair, I understand that GBTA leadership must be representative of our global spirit so that ALL buyers have a voice. Engagement of the global membership is important to ensure that borders do not limit the value of education, resources and events we produce.

Direct members are at the heart of our association. A knowledgeable buyer community propels us toward a stronger industry. We are a buyer led; buyer focused association and must lead as such. It is important that we develop new opportunities for buyers to connect with one another beyond borders as well as strength the resources we have today.

In Canada, we have achieved robust growth by engaging the industry organically, reaching out to buyers and building relationships one person at a time. Creating personal connections across large geography, diverse industries and varied capabilities. It is imperative that globally, we continue to engage organically and build those relationships.

Additionally, I am determined to build the future of our industry and the work we have done in Canada has opened the eyes of the post secondary institutions to the educational needs of our industry and the opportunities for their students. We have
made significant strides in bridging this educational gap by taking a seat on Program Advisory Councils and being a part of curriculum conversations. As the world’s leading Business Travel association, we have a responsibility to ensure that we are preparing our industry for the future by showing the next generation of hospitality minded professionals that there is an abundance of opportunity.

If elected to the GBTA Board of Directors, I will bring diverse experience, not only geographically, but also in areas where there are opportunities for development and growth. My “roll up the sleeves” work ethic contributes to my service philosophy. I am here to serve our members and will advocate on behalf of all members, globally.

I am proud to serve as a part of GBTA Canada’s leadership and would be prouder still to serve you as Direct Member at Large on the GBTA Board of Directors. What matters most is that we give the global buyer a seat at the table. A leadership that reflects our diverse membership and global spirit will bring stronger value to all members. I respectfully ask for your vote. To be your representative and your voice.

Thank you,
Sharlene
GBTA BOARD OF DIRECTORS ELECTION 2019

CANDIDATE FOR DIRECT MEMBER AT LARGE

Connie Smith, GTP, GLP
Manager, Global Travel Services
McCain Foods Limited

GBTA DEDICATION AND RECOGNITION

- GBTA Direct Member of the Year 2018
- GBTA Business Travel Service Award 2018
- GBTA Blue Ribbon Education Committee 2017–2019
- GBTA Canada Buyer Champion Direct Talk 2017–2019
- GBTA Canada Advisory Board Member since 2016
- Global Leadership Professional Designation (GLP) 2016
- GBTA Masters Honoree 2016
- Global Travel Professional Certification (GTP) since 2013
- GBTA Panelist and Guest Speaker Canada Conferences & USA Conventions 2013–2017
- GBTA Member since 2011

EDUCATION AND INDUSTRY EXPERIENCE

- 2 Year Hospitality and Tourism Program at NBCC St. Andrews, NB Canada
- 15 Years Senior Travel Consultant and Branch Partner with Maritime Travel
- 2 Years Senior Travel Consultant with MeritBiz
- 8 Years Manager, Global Travel Services with McCain Foods Limited

PLATFORM STATEMENT

Hello to all my Industry Friends and Colleagues!

It’s Connie, Manager of Global Travel Services for McCain Foods Limited. I am a proud Canadian, and privileged to work for one of the best global companies in the world. For those of whom I have had the great pleasure of working with over the years, you know that I am a straight shooter and I like to get things done.

I have been attending both GBTA Canada Conference and USA Convention since 2012. Therefore, let me start by addressing “Why I GBTA”. Being an active member of GBTA is my avenue to meet new people and connect with colleagues and friends, industry subject matter experts and leaders across the travel industry. GBTA events, big and small, inspire me to do better, and remind me of the importance of embracing change.
GBTA membership has provided me with many opportunities. I have been able to continue my education through various channels and build a network of amazing people. Activities such as participating in panel discussions, hosting buyer direct talk sessions, and co-teaching the advanced principals of global travel management, have contributed to my professional development, and allowed me to give back.

I believe that I can and I will positively influence and help shape the future direction of the Global Business Travel Association.

**Give me your vote and I will:**

✔ Be the voice that shouts out for all buyer-focused initiatives globally.
✔ Be the voice that asks the right questions and demands transparent answers.
✔ Be the voice that brings a different perspective, creative ideas and passion that will enhance membership value and elevate GBTA’s local and global offerings.

Thank you for this opportunity to serve you as Direct Member, Board of Directors.
GBTA BOARD OF DIRECTORS ELECTION 2019

CANDIDATE FOR DIRECT MEMBER AT LARGE

Rita Visser, GTP
Director Global Travel Sourcing and GPO
Oracle

GBTA AND INDUSTRY EXPERIENCE

- 2017–Present—Serving as Vice President of the GBTA Board of Directors
- 2013-2016—Served as Direct Member at Large on the GBTA Board of Directors
- 2015-2016—Served on GBTA Government Relations Committee
- 2011-2015—Served on the GBTA Aviation Committee
- 2008-2010—Served as Chair of GBTA Technology Committee
- 2007-2008—Served on GBTA Technology Committee
- 2019–Present—Serving as Board Member of WINiT
- Founding Member of WINiT
- Past Mentor for GBTA Ladders
- Member of many supplier Advisory Groups
- Member of Travel Managers Advisory Group (TMAG) focusing on NDC Initiatives
- Presenter at various GBTA Chapters and Industry events
- Member of Blue Ribbon Panel for GBTA
- Peer Review Member 2008–Present

PLATFORM STATEMENT

This election is one I thought I was going to pass on. I had no desire to run for President because I don’t have the time necessary to dedicate to the position. I chose not to re-run for the Vice President’s seat because I had spent my time there as well. I was ready to ride off into the GBTA sunset. Then, I got a call from a fellow travel manager who told me they had nominated me to run for the Direct Member at Large position. When I asked them for a quote I could use for this platform statement, they replied with this:

“Rita is an indispensable asset to GBTA. Her authentic and independent voice brings a diversity of thought to governance decisions and yields stronger outcomes for the organization. GBTA has and continues to need leaders who will fight every day for their values and stand indivisible with the travel buyer.”

I DO have an authentic and independent voice and anyone who has sat at a boardroom table, a negotiating table or a dinner table with me, knows that I use that voice. On the GBTA Board of Directors, I have used that voice to continue asking questions about what is being done for the good of the membership. I focus on
positive outcomes and strive for initiatives that drive the industry forward. I have never been one to follow the crowd and am proud to say that I am not afraid to play the contrarian in the room.

I AM a leader and those who work with me would attest to that. I believe that being a leader isn’t about getting your way or making people think and act like you, it’s about making every person the best version of themselves and helping them to get there. I also know that as a leader, I am always a learner! If I stop learning, I stop leading. Which is why I think education is so vital to GBTA being the leader in the industry associations. My work on committees, Blue Ribbon Panel and the Peer Review Process have helped to transform the education output and we have more work to do, but I am proud to say it’s moving in the right direction.

I AM a Travel Buyer and I stand for and with them in every conversation. I know the challenges faced by those in the travel industry. There are days we are heroes in suits and then, there are days we just barely make it through, but I know that because I have days like that, I walk in those shoes beside you. With me at the table, the Buyer will never be overlooked and our voices will always be heard!

I look forward to convention 2019 in the Windy City and I hope to see many of you there. Between now and then, you can contact me about anything at rita.visser@oracle.com and get to know more about me by following my blog at www.visser2020.blogspot.com. I appreciate your time and would also appreciate your vote.
GBTA BOARD OF DIRECTORS ELECTION 2019

ALLIED MEMBER AT LARGE (1)

Allied Members at Large also exercise the General Powers of the Association, as those powers are set forth in the Association’s Bylaws. Allied Members at Large serve a term of two years to begin at the close of GBTA Convention 2019 through the close of GBTA Convention 2021. All GBTA Allied Members may vote for these candidates. The nominees for Allied Member at Large are:

**Juliet Howie**  
Director of Sales—EMEA  
Oakwood Worldwide

**Eric Norberg**  
Senior Director  
Global Business Development for Private Equity  
CWT

**Will Pinnell**  
Vice President, Global Product Strategy  
BCD Travel

**Brian D Robertson, GLP, GTP, CTE**  
President, Canada West  
Direct Travel, Inc.
ALLIED MEMBER AT LARGE CANDIDATE
HISTORY AND PLATFORM STATEMENTS
CANDIDATE FOR ALLIED MEMBER AT LARGE

Juliet Howie
Director of Sales—EMEA
Oakwood Worldwide

GBTA, CHAPTER, INDUSTRY AND PERSONAL HISTORY

Experience:
- 36 years in the Business Travel Industry

Industry Positions:
- Director of Sales—EMEA, Oakwood (Current position)
- UK Accounts Director—O’Callaghan Hotels www.ocallaghanhotels.com (2017)
- Director Global Strategic Accounts—NH Hotels Group (2016-2017)
- Commercial Director—Global Sales Force—NH Hotels Group (2013–2016)
- Global Director of Airline Sales—NH Hotel Group (2012–2013)
- International Director of Sales UK/France (2001–2011)

Chapter:
- Vice chair of sales advisory board member for HSMAI Europe since December 2016–March 2017 (http://hsmai-europe.com/)
- Alumni Certified Mentor for the Cherie Blair Foundation’s women in business program
- Volunteer mentor for the Cherie Blair foundation for women since May 2016 (still active) (http://www.cherieblairfoundation.org/programmes/)
- Active member of ITM and GBTA (2001-current date)
- Primary Task Force lead for Extended stay RFP project for GBTA 2018/19
- ITM membership since 2013 (still active)
- Advisory Board Member for The Business Travel Show—August 2018 (still active)

GBTA:
- GBTA Member since 2013 (still active)
- Active member of the GBTA Accommodation’s Committee in EMEA since May 2018 (still active)
- Ambassador for GBTA convention August 2018
Moderator for GBTA Accommodation Committee Panel Sessions for GBTA European Convention November 2018
Primary Lead on GBTA RFP global project for long stay 2018/19

Education:
- CIM: Institute of Marketing Diploma
- Training courses: City & Guilds: Hotel Course, TSI (Training Skills) Advanced Sales Negotiations, Supervisory Course I & II, Winning Edge Sales Advanced, Service Leadership Yield Management, Coaching skills training, advanced leadership management training through IHG, Advance Training course, Train the Trainer and Advance Sales Negotiations through NH hotel training university

Recognition:
- Association of Serviced Apartment Providers Award for Serviced Apartment Corporate Account Management (2018)
- Business Travel Award for Best Serviced Apartment Provider (2018)
- Business Travel Award for the new NH Collection brand receiving Winner of the Best Upscale Brand (2016)

2019 PLATFORM STATEMENT
My passion, which I would bring to this role if I was selected as Allied Member At Large for the GBTA, lies in the evolution of new technology through customer experiences both in the booking process and the actual stay experiences as well as making the Travel Business Industry more accessible to all.

I strive to provide an exceptional standard of customer service, as Director of Sales for Europe Middle East and Africa (EMEA) at Oakwood I am responsible for driving sales growth and developing relationships with new and existing corporate and relocation clients. Throughout my career I have evolved and grown, I hope to use this acquired knowledge to inspire others to evolve which is also the theme of this year’s GBTA.

I really thrive on networking within the travel industry, and engaging new projects, my family is very important to me, I also have three cats and in my downtime, I love to shop. I’ve worked in the Business Travel Industry for more than 36 years, and since 2013, I have had the privilege of working with, being a member of and learning so much from the GBTA. I feel together with the global reach, knowledge and influence that the GBTA has, we can make a real difference to the Business Travel Industry.

I was pivotal in many major account wins across key vertical markets, enhancing programs and ensuring operational efficiencies. My roles have included global director of strategic accounts at NH Hotels, director of sales for Radisson SAS and at Holiday Inn, Thistle Hotels and De Vere Hotels. I am an active member of many leading industry organizations, including GBTA, ITM and HSMAI EU and I also sit on the committee for the Business Travel Show advisory board. I am a strong believer in personal development and inspiring people to take a risk in order to grow a new business opportunity or gain market share.

I feel I will be able to add value through my experiences as a mentor helping women in both Azerbaijan and Cairo to set up their own businesses, where together we developed a sound commercial model that will hopefully enable them success in their endeavors. Many women in developing and emerging markets have ambitions
but not the networks or finance to support them. I'm proud to be an Alumni Certified Mentor of the Cherie Blair Foundation's women in business program, as their ethos of combining mentoring with technology to support budding entrepreneurs, is one I very much share.

The program boosts confidence and I have learned so much from this and my experience working in multi-cultural companies across the globe. This is where I believe, I can add real value as an Allied Member At Large.

Different countries and even regions within a country have different Key Project Indicator's for example: booking processes, customer expectations, payment invoicing, languages especially via email and interpretation of messages. As you all well know, in Dubai, Spain, Germany, The Netherlands or the US for example, they all have very different experience expectations and outlooks on the same issue to each other. Working together with peers from across the globe we can share and put this knowledge to good use. I believe we are always learning and that we could create new opportunities within this industry if we actively engage with new technology, global preferences and local culture. I believe as an Allied Member At Large with GBTA I can assist and support through this, whilst sharing my own knowledge that I hope will help others.

As the industry is ever changing in terms of technology, distribution choice models and the demographics of our travelers, I want to push this further, and with this global network I believe that we can develop understanding that will aid technology and support industry growth. In addition my recent work as a primary lead on the long stay part of the RFP relaunch and as an active member of the Accommodation Committee in EMEA has provided further insight into how GBTA is supporting both buyers and suppliers with change management through global engagement.

I want to help GBTA's mission to be the leading source of business travel knowledge worldwide, as education, research, networking and advocacy are all very important to me. I would be honored and excited to have the opportunity to be an Allied Member At Large and serve on the GBTA board for the next two years, as this is truly a wonderful association and the people within it are inspirational, highly motivated and extremely knowledgeable.
CANDIDATE FOR ALLIED MEMBER AT LARGE

Eric Norberg
Senior Director
Global Business Development for Private Equity
CWT

GBTA, CHAPTER, INDUSTRY AND PERSONAL HISTORY

25 years in the travel industry

Industry positions included Airline, Public Service, GDS and Travel Management Company (TMC)

Chapter Positions:
- Board Member NEBTA
- Board Member NYCBTA
- Chair and President NYCBTA

GBTA:
- GBTA member since 1994
- Chapter Presidents Council (ALC)
- GBTA Board liaison to LATAM region
- Co-Chair GBTA Bylaws Task Force
- Chapter Task Force
- Allied Leadership Council
- Allied Member of the Year
- GBTA Global Board
- Chair GBTA LATAM Advisory Board

Personal:
- New York State Library Trustee
- Financial Officer for regional Library
- Seeds of Peace Leadership Council
- Hudson Valley Rail Trails Board
- Married to my wife Nancy who manages our Inn in upstate NY with the help of our little rescue puggle “Sammy”
PLATFORM STATEMENT

Over 20 years ago, I became a member of GBTA and had the privilege of attending my first GBTA conference in Los Angeles. It was a humbling and at times an intimidating experience with my shoestring budget. The industry was not new to me at the time, but the association was very new.

The experience forced me to learn quickly how to break down walls and understand the value and role my 3000 new friends would play in my career. What I did not know at the time would be just how involved I would become with this amazing association and as the years ticked by what would test my abilities. During my life here and as with many of you, GBTA evolved into a significantly larger association and yes ultimately a global association. As I began to venture out of the chapter roles I realized not only what a valuable position GBTA could play in the global arena but also realized there would be lessons to be learned.

Today I come to you with an unrivaled resume of experience within GBTA. I know that we can indeed make a difference. Each one of us can achieve what we want from GBTA and aspire to even more. For me that means an association that is as transparent as realistically possible. It also means that if we were indeed global than we would learn from early missteps and embrace the regional needs, culture and demands that could drive success. We can take chances and challenge conventional wisdom for a greater association.

I promise as candidate and member that I will strive for an association that not only focuses on growth but embraces the “how”. The “how” is the path we take and the experience we provide members regardless of their status or geographical location. My time as Chair of the GBTA LATAM advisory board as taught me some valuable lessons. Most of those based on simply just listening and ultimately making GBTA relevant for the region. Whether your experience with this association is simply the convention or a reliance on relevant and locally satisfying content, I want your experience to be the same. Most importantly, each voice is important so that the passion for our industry becomes reality.
CANDIDATE FOR ALLIED MEMBER AT LARGE

Will Pinnell
Vice President, Global Product Strategy
BCD Travel

INDUSTRY RECOGNITION

- **2018**: Plug & Play Equity: Selected as Advisory Board Member: Travel & Hospitality Equity Accelerator
- **2017**: GBTA Ladders Member of the Year
- **2015**: GBTA: Appointed to Ladders Board
- **2014**: GBTA: Winner of GBTA Mentor/Mentee Program
- **2013**: Digital Strategy: Innovation Enterprise: Advisory Board Member
- **2012**: Phocuswright 35: Selected as one of the 35 most influential people in travel and technology
- **2011**: Association of Corporate Travel Executives: US Council Education Chair
- **2010**: Association of Corporate Travel Executives “Distinguished Fellow”: Award for Top Presentation

INDUSTRY AND PROFESSIONAL SPEAKING ENGAGEMENTS (BOLD ARE GBTA)

- “Engaging Business Travelers—LABTA Member Meeting—Feb 2018, Los Angeles, CA
- “Service & Consumer Trends”—Argyle Executive Leadership in E-commerce Forum—June 2017, Dallas, TX
- “Leadership in Ecommerce”—Argyle Executive Leadership in E-commerce Forum—May 2016, Dallas, TX
- “Today’s Mobile Applications”—Business Travel News Tech Talk—May 2015, Chicago, IL
- “Mobile Travel Apps & Changing Traveler Behavior” GBTA Texas Ed Day—March 2015, Dallas, TX
- “The Business Traveler in 5 Years”—Global Business Travel Association—April 2015, Chicago, IL
- “The Changing Corporate Traveler”—ACTE—December 2014, Atlanta, GA
- “The Digital Traveler”—New England Business Travel Association—November 2013, Boston, MA
- “The Consumer Conundrum”—Global Business Travel Association—August 2013, San Diego, CA
“Consumerization of Travel”—Business Travel News Top 100—June 2013, Pebble Beach, CA
“Global Mobile & Social Trends”—Abacus Global—May 2013, Macau, China
“Social Media & Mobile in Travel”—Eye4Travel - March 2013, San Francisco, TX
“Keynote: The Future of Mobile Commerce”—mCommerce - October 2012, Austin, TX
“Trends in Mobile”—TTG Incontri—October 2012, Rimini, Italy
“Designing a Top-Notch Mobile Customer Experience” Internet Retailer—June 2011, San Diego, CA
“mCommerce and the Future of Mobile Retail” OpenMobile Summit—June 2011, London, UK
“App Trends” Association of Corporate Travel Executives—April 2011, New York, NY

EDUCATION

- **Cornell University** Ithaca, New York 2019
  Cornell SC Johnson College of Business, E3 Executive Leadership Development
- **Massachusetts Institute of Technology** Boston, MA) 2018
  Sloan School of Management & MIT Computer Science & Artificial Intelligence Labs; AI on Business
- **Texas Christian University** Fort Worth, TX 2000
  M.J. Neeley School of Business, Double Bachelor of Science, Marketing and Management
- **Columbia University** New York, NY 1999
  Ecological & Environmental Studies Biosphere2 Program; Oracle, AZ in Environmental Science

MY STORY

My name is Will Pinnell and I’m the Vice President of Global Product Strategy at BCD Travel. I’ve spent the last ten years working in the travel industry building software and solutions for some of the largest companies in our space, including Sabre and Travelocity. Prior to travel, I spent ten years pioneering some of the first mobile commerce products and launched the world’s first App store.

I’m proud that I’ve spent the last five years dedicated to GBTA Ladders, a mentorship program dedicated to helping shape the next generation of travel leaders and helping to evolve our industry. Ladders provides an opportunity for mentors from suppliers, buyers and technology providers to meet mentees selected for fast-track executive management or similar management programs within their companies.

My involvement and impression of GBTA began as it does for so many young people starting in the travel industry. I heard about the event, not the organization. I heard about this event held every year with rockstar speakers, legendary parties and a place where everyone knows everyone. At the time in 2009, I didn’t know anyone, but knew that I wanted to find a way to connect with others and make a difference in the industry.

In 2010, I began my involvement with the Association of Corporate Travel Executives and was selected in 2011 as one of the youngest members ever to serve as the US Education Chairman. In 2012, I was selected by Phocuswright for its Inaugural Young Leaders Summit Class of 35 under 35. It was there in Florida, I met Caitlin
Gomez from Hickory Global Partners (who would go on to found Ladders). We had agreed leaving that conference that we would find ways to connect young people with industry veterans.

I worked with the first Ladders leadership group to recruit some of the very first mentors and members to join GBTA Ladders. These executives and mentees came from both buyer and supplier organizations. Within a year by 2013, we formed our first class and my team won the first mentee challenge in 2014. As a result, I was given the opportunity to speak at Convention in San Diego. The rest as they say, is history!

MY CAMPAIGN

- Like the Campaign on Facebook
  http://www.facebook.com/pinnell4gbta
- Read my Bio on LinkedIn
  http://www.linkedin.com/in/pinnell
- Follow the Story on Instagram
  http://www.instagram.com/pinnell4gbta
- Scroll through the Tweets on Twitter
  http://www.twitter.com/willpinnell
- Love Old-School Text Messages?
  Text “Pinnell” to 484848
- Prefer to send Snaps on SnapChat?
  http://www.snapchat.com/add/w-pinnell

MY PLATFORM

I’m running for GBTA’s Board of Directors because I’m committed to serving and mentoring our youngest members.

1. I want GBTA to reach a broader group of people through new ways and encourage them to advocate for and advance the policies of and the education of the association.

2. As the world grows smaller thanks to technology, we should use it to meet the travel community through new digital channels. I’ll focus on creating an up-swell of new members who have grown up in world of social media and mobile technology.

3. Building on a broader platform of trust, diversity and inclusion, I’d leverage a combination of new products, location-services, push notifications, hashtags, and other mechanisms to drive our member engagement to record levels.

I’m uniquely positioned to bring this perspective, having spent the last five years listening to and focused on our youngest members.
GBTA BOARD OF DIRECTORS ELECTION 2019

CANDIDATE FOR ALLIED MEMBER AT LARGE

Brian D Robertson, GLP, GTP, CTE
President, Canada West
Direct Travel, Inc.

GBTA, INDUSTRY, MEDIA, REGION AND PERSONAL HISTORY

Industry Experience: 39 Years in the travel industry

Industry Positions:
- President, Canada West, Direct Travel, Inc.
- President, Vision Travel, A Direct Travel Company
- Global Board of Directors, Direct ATPI Global Travel
- Chief Operating Officer, Vision Travel Solutions
- Global Board of Directors, Radius Travel

Digital Media:
- LinkedIn: https://www.linkedin.com/in/bdrobertson/
- Twitter: https://www.twitter.com/BDRobertson

Region:
- Association of Canadian Travel Agencies (ACTA)—CCTA Board of Directors 2018–2019
- TravelPulse Canada—Travel Person of the Year finalist 2019
- TravelPulse Canada—Travel person of the Year finalist 2018

GBTA:
- GBTA Allied Member since 2005
- GBTA Canada—Speaker 2011–2019
- GBTA Canada—Premium Sponsor 2011–2019
- GBTA—Global Leadership Professional (GLP)
- GBTA—Global Travel Professional Certification (GTP)
- GBTA—Corporate Travel Expert (CTE)
- Global Leadership Professional (GLP)—Essentials of Management: Mastering Core Business Concepts
- Global leadership Professional (GLP)—Scenario Planning: Decisions for Success
- Global Leadership Profession (GLP)—Finance for Non-Financial Executives
- Global leadership professional (GLP)—Skills and Strategies for Successful Negotiations
Education:
- Centennial College—Marketing Degree
- University of Pennsylvania—The Wharton School of Business—Global Leadership Professional (GLP)

Personal:
- Married—3 Sons and 1 Grandson

GBTA ALLIED MEMBER PLATFORM STATEMENT

Experience:
- Experience in travel: 39 Years
- Experience as GBTA Member: 15 Years
- Experience on Radius Board: 12 Years
- Experience on Direct ATPI Global—Executive Leadership Board—2 years

As I scan the global landscape of travel, I see a need for GBTA to evolve through more connectivity and better communication between the Board and our global members. To effectively do so, the Board needs more global representation in the leadership of the association. This will in turn increase the organization’s presence and scope worldwide, further solidifying GBTA as our industry’s one true global voice.

My experience as a global travel industry leader and as a contributor to numerous global travel industry boards has helped me understand the knowledge and diversity required to engage and evolve at this level without sacrificing regional needs.

I am running for GBTA Allied Board Member because I believe GBTA requires leaders with global travel industry experience to recognize the diverse needs of its members in the global business travel marketplace. I hope to achieve a new level of engagement with our global membership to expand the association as the preeminent voice for global business travel!

The Evolutions of Global

My 12 years on the Radius Board of Directors gave me the global perspective to understand the diverse needs of the TMC, the supplier partners, and the corporate travel buyers across multiple regions. Throughout my years with Radius I was able to develop relationships and foster connections that will help further extend the voice of GBTA. The leadership of GBTA will be defined by the Board of Directors ability to extend beyond borders to learn, collaborate, educate and grow as an association.

Local. Regional. Global.

At Direct Travel, Inc. we consider the impact of each and every decision we make on a local level, on a regional basis, and at a global scale. Global decisions often have a local impact with regional outcomes. With this perspective, and as a Canadian, I appreciate the important role GBTA plays in shaping our industry and how important it is that GBTA continues its global growth without losing sight of the core needs of its members at a local and regional level.
Direct ATPI Global Travel

Direct Travel and ATPI joined forces in 2017 to become Direct ATPI Global Travel, a global organization with a value-centric focus on providing flexible corporate travel solutions to mid-market companies with a presence in North America and elsewhere in the world.

I was asked to sit on the Board of Directors to provide direction to this new global organization. As I travelled the world, I met with so many remarkable individuals that provided me with local and regional perspectives to help shape the evolution of our global organization.

Through these experiences, I’ve developed an approach to global growth which is built on partnership, collaboration, and most importantly, taking into account that individual markets globally indeed have a diverse set of needs. As a GBTA Board member representing Allied Members, this experience will be invaluable in continuing to build on the global momentum of our association.

It’s Time to Evolve

This year’s theme is Evolve and it could not be more relevant as GBTA builds on the momentum from 2018 and evolves into an association that represents every region across the globe with consistency and integrity as it drives our industry forward.

Over the past few years, we have seen significant changes in the global landscape of the travel industry. Whether it is through mergers and acquisitions or expansion, companies are entering new markets in new regions at a faster pace than ever before. This evolution of travel requires guidance and leadership to ensure that the needs of all GBTA members are met. My experience as a director on the Radius Travel Board and on the managing committee of Direct ATPI Global Travel provides me with the insight and understanding to help GBTA Evolve over the next 2 years.

Personally, I have managed a number of mergers and acquisitions as Vision Travel Solutions grew into a North American TMC and now with Direct Travel, Inc. and Direct ATPI Global Travel as a global organization. I know the importance of being able to rely on GBTA for guidance and our peers for advice as we navigate the unknown. I look forward to the opportunity to give back to GBTA through mentorship and education.

We are constantly evolving. We must embrace change and grow from it . . . let’s do it together!