

Doug Price, CAE, IOM
President & CEO
Colorado Springs Convention & Visitors Bureau



Doug is the new leader of the Colorado Springs Convention & Visitors Bureau (CVB), the official travel and tourism Destination Marketing Organization (DMO) for Colorado Springs and the Pikes Peak region, encompassing El Paso, Teller and Fremont counties of Colorado. Doug and his team are responsible for promoting the city and region to leisure travelers as well as meeting and event planners through advertising, online marketing, PR, social media, direct sales and trade shows.

Doug brings to the CVB a breadth and depth of experience within the DMO and hospitality industries. In his former position as VP of Professional Development at Destination Marketing Association International (DMAI), he was responsible for all professional development functions, including life-long learning, professional certification and accreditation of member CVBs and other DMOs.

He has more than 30 years in different facets of sales experience and human resources consulting. Doug is a recognized public speaker and the author of three books -- *License to Sell*, a book on "high touch" selling in a "high tech" environment; *License to Serve*, a how-to guide for creating exceptional customer service, and *Change It!*, a book on helping people change themselves and others.

His hospitality career spanned 18 years with Marriott International, beginning as a sales manager of group meetings for hotels in the Washington D.C. and Philadelphia areas, then advancing to Director of Sales & Marketing for a large hotel in Chicago and an equally large resort in Southwest Florida. His sales and marketing responsibilities continued to grow when he became the Southeast Regional Director of Sales & Marketing in 1988. Two years later, Doug was named Vice President, National Employment Marketing, and in 1993, Doug moved into the Marriott corporate office to head up the development and implementation of cutting-edge sales training where he led the way as 200 managers and directors obtained the Certified Meeting Professional (CMP) designation, the standard of excellence for the meeting industry.

Doug is a Certified Association Executive and a US Chamber Institute of Organization Management graduate. He currently serves on Boards of Directors of the Greater Colorado Springs Chamber of Commerce as well as the Colorado Springs Sports Corp. He served on the George Washington University Leadership Council for Tourism and Hospitality Management. He is past Chairman of Marriott's Customer Leadership Forum, and a former member of Purdue University and University of Delaware Advisory Boards. He earned an Associate Degree in Hotel, Restaurant and Institutional Management from Northern Virginia Community College, and his BS degree in Hospitality Management from Florida International University.

He resides in Colorado Springs, Colorado, with his wife Kathy, and they have two grown children, Ryan and Sarah.