

Monica Smith, CMP, CASE, CDME
President & CEO
Southeast Tourism Society
Email: monica@southeasttourism.org
Office phone: 770-355-4002
Cell phone: 478-737-2725
Website: www.southeasttourism.org

Bio & Experience

Monica Smith serves as the President and CEO of Southeast Tourism Society (STS) and has over 26 years of experience in the hospitality and tourism industry. Prior to joining the staff of STS, she served on its Board of Directors while she was the Vice President of Sales and Services for Visit Jacksonville (Florida), the city's tourism sales and marketing organization, and while she was President & CEO of Macon-Bibb County Convention and Visitors Bureau in Macon, GA., for 6 years. Her other destination sales and marketing experience includes positions with the Pasadena CVB in Pasadena, CA, the Newport Beach CVB in Newport Beach, CA, and Destination Cleveland in Cleveland, OH. Monica is a graduate of Cornell University's School of Hotel Administration and has been actively involved in the university's CAAAN alumni admissions outreach. She has a passion for developing the next generation of tourism leaders and educating communities on the importance of tourism as an economic and community development strategy.

About the Southeast Tourism Society (STS)

Founded in 1983, STS is dedicated to improving the economic vitality of the Southeast by uniting all segments of the Travel and Tourism Industry; promoting tourism within our 13-member states and Washington DC, fostering cooperation, sharing resources and providing continuing education. Our guiding pillars of focus are: Education, Advocacy, Recognition, and Networking.

Monica currently serves on the following boards and is a member of the associations listed below:

Boards/Committees

1. Destinations International CDME Board
2. Heritage Development Partnership Board (*Alliance of National Heritage Areas*)
3. National Society of Minorities in Hospitality Legacy Fund Advisory Board
4. U.S. Travel & Tourism Advisory Board (*Depart of Commerce - National Travel & Tourism Office*)
5. U.S. Travel Association Board
6. Visit Roswell/Roswell Inc. Board

Professional Association Memberships

1. American Society of Association Executives
2. Destinations International
3. Georgia Society of Association Executives
4. Meeting Professionals International
5. U.S. Travel Association