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## Biography: Joe Veneto

### Chief Experience Officer, Veneto Collaboratory

**Joe Veneto** is the Chief Experience Officer at Veneto Collaboratory (formerly Opportunities Unlimited), a management consulting and training company dedicated to creating innovative business outcomes for destination marketing organizations, travel suppliers and service-related companies worldwide. Veneto Collaboratory partners with organizations to create results that generate economic development and drive customer loyalty.

Since 1996, Joe has provided consulting services and presented cutting-edge presentations to hundreds of destination marketing organizations, hospitality companies, and travel organizations. His areas of specialty include experience product design, innovative product/vacation development, online packaging strategies, sales and marketing, and strategic planning.

He has created the Experience Formula™, a comprehensive process that enables DMOs, travel companies, and service-related organizations to engineer unforgettable customer experiences. The formula provides tools and techniques to engineer unique engaging and immersive experiences that turn customers into an organization's brand ambassadors. The process has transformed visitor experiences in Philadelphia, PA; Columbus, OH; Virginia Beach, VA; Baltimore, MD; Minneapolis and St. Paul, MN; Hilton Head, SC; Paducah, KY; Deadwood, SD; the Mall of America, and others.

Retail organizations that have implemented the Experience Formula include Vom Fass, Hard Rock Café, and Dick's Last Resort at the Mall of America; Agora Borealis, Shreveport, LA; The Candle Lab, Columbus, OH; and others.

Joe is also a highly regarded thought leader and speaker on tourism trends, hospitality topics and

customer experience. He presents programs annually at industry conventions, governors' conferences, national associations, corporations, and regional tourism groups. His content-rich programs provide insights, as well as innovative ideas that make him one of the industry's most-requested experts on Tourism Product Development and Experiential Tourism.

Prior to forming Veneto Collaboratory, Joe worked for major national U.S. tour operators and industry wholesalers Grand Circle Travel and Collette Tours to create innovative global travel products to be marketed to consumers. He was part of the team that transformed Collette Tours into one of the nation's largest domestic tour wholesalers. He also worked at Grand Circle Travel in Boston to launch the company's successful Cruise Tour venture and developed worldwide cruise tour products.

He is a member of the National Speakers Association and in 2008 earned his CSP, Certified Speaking Professional, designation. It is an earned designation held by less than 10% of the members of the worldwide International Speaking Federation.

He began his professional career in travel in 1979 as a Tour Director, escorting busloads of beautiful blue-haired, bingo card-carrying women (and a few men) on motorcoach and air tours throughout North America.

Joe is a regular contributor of articles to industry magazines and trade journals.

Joe has served on the board of the National Speakers Association New England Chapter and volunteers his time for Friday Night Supper, a weekly program at Arlington Street Church serving meals to the homeless in Boston.

For further information contact Joe Veneto, Chief Experience Officer at  
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