



## **Claudia Vecchio, Director, Nevada Department of Tourism and Cultural Affairs**

Claudia brings more than 25 years in the destination and consumer brand marketing arenas to her post as Director of the Nevada Department of Tourism and Cultural Affairs. Claudia has served in her role for a little more than three years and during this time, has launched a statewide brand, evolved marketing efforts to reach a younger traveler, initiated a cooperative marketing program, created and execute the state's Sesquicentennial commemoration, worked with research partner TNS to create a fully integrated campaign effectiveness model, and helped return the state's museums to full-time public service.

Claudia also was tourism director in Ohio, where she helped launch experiential marketing programming for statewide partners and initiate generational marketing concepts to the industry. While there she also instituted Governor-lead, multi-agency international trade and tourism missions.

Prior to joining the destination marketing world, Claudia managed national brand launch campaigns for Taco Bell, Frito-Lay and Norwegian Cruise Lines and was on the promotion team that launched the Fox Broadcasting Network's television programming. She also was a tour manager for the international education and entertainment organization, Up With People.

Claudia has served on the national Executive Committee of the U.S. Travel Association as well as the boards of the National Council of State Tourism Directors and the Public Relations Society of America.