

Wendy Kheel
Vice President, Tourism Insights
Los Angeles Tourism and Convention Board

Wendy Kheel joined the Los Angeles Tourism and Convention Board in 2012 as Vice President, Tourism Insights. She is charged with overseeing all tourism-related research and data analysis enabling the organization, members, and stakeholders to formulate well-informed marketing and sales plans and make fact-based business decisions.

Prior to her current position, she was Director, Consumer Insights at Universal Studios Hollywood for the 12 years where she managed an internal consumer research department that designed, executed and analyzed research influencing the strategic, operational, and marketing objectives for the theme park.

She was Director of Market Research at Walt Disney Imagineering for nine years and Senior Manager at two hospitality-industry consulting firms: Laventhol & Horwath in Los Angeles and PKF Consulting (now CBRE) in Los Angeles and Philadelphia.

She has a Masters in Hotel Administration from Cornell University, an MBA from the University of Miami, and a Bachelor of Speech from Northwestern University.