



Ladan Ghahramani has worked across the world with over a decade of tourism marketing and management experience. She began her career at age 20 as a tour guide in her home country of Iran. She established a faculty seat while working towards her master's degree in Tourism Marketing from her home university, Allameh Tabataba'i University in Tehran. Shortly thereafter Ladan co-founded an eco-tourism development company, which she co-

owned for four years. In November of 2020, Ladan completed her doctorate in Sustainable Tourism Management in the Department of Parks, Recreation and Tourism Management at North Carolina State University. Her doctoral research explored the role of resident-tourist interactions. At Travel Oregon as the Head of Research, she applies her academic knowledge and wealth of industry experience to the betterment of the Oregon community, working to protect the state's social, cultural, and natural assets. She also shares her passion as an educator, local and national industry leader, and as a board member of the Greater Western Chapter of the Travel and Tourism Research Association (GWTTRA). Ladan enjoys discovering Oregon's best trails to run and hike and best slopes to ski.