



Colleen Floyd - As Director of Research for the Arizona Office of Tourism (AOT), Colleen and her team provide insight into the scale and economic impact of Arizona's tourism economy. Her research program provides data-driven guidance for AOT's destination marketing and strategic efforts. Colleen also leads the agency's continuous improvement initiatives as part of Governor Ducey's Arizona Management System. Before joining AOT, Colleen held a variety of positions with state and local

governments. She holds a BA in Communication from the University of Colorado at Boulder and a Master of Public Administration from Arizona State University.