



DANIEL NĀHO'OPI'I
Executive Vice President, SMS Research and TTRA President

Daniel Nāho'opi'i brings two decades of extensive experience in marketing research and evaluation. For the past decade, Daniel was Director of Tourism Research at the Hawai'i Tourism Authority. While at HTA, he oversaw the production, organization, and interpretation of data related to Hawai'i's visitor industry and also lead the statewide Tourism Strategic Plan process and the performance monitoring and evaluation of HTA's efforts. Daniel also has expertise in sophisticated large and small-scale market research, social media monitoring and Hawaiian community programs evaluation.

Prior to HTA Daniel was: Manager in the Strategic Planning & Implementation Group at Kamehameha Schools; Senior Project Director at SMS Research; Research Manager at the Hawai'i Visitors and Convention Bureau; an Integrated Resource Engineer at Hawaiian Electric Company, and a Management Information Consultant at Anderson Consulting.

Born and raised in Honolulu, Daniel is a graduate of Kamehameha Schools. He earned Bachelor of Science degrees in Industrial and Electrical Engineering from Northwestern University, and an M.B.A. from the University of Hawai'i. He was also selected as one of the Top Forty Under 40 by Pacific Business News, named a Pacific Century Fellow, and he received a certificate from the First Nations' Futures Institute at Stanford University. He is also a ho'opa'a in Hālau Nā Kamalei O Līlīehua, completing his traditional 'ūniki rites with Kumu Hula Robert Cazimero in 2016.