



Heather L Huckeba

A native of Maryland, Heather graduated from New York University and began a 15-year career in market research helping companies better understand their brand, their customers, and how to grow their business.

After working for global research companies Market Facts, Synovate and Ipsos, she transitioned into travel and tourism research working for Arkansas Tourism, and then joined the research team at Strategic Marketing and Research Insights (SMARI). Heather moved to California in October 2018 to support the Visit California research team as a consultant from SMARI, and as of February 2019, she assumed the Director of Research role at Visit California. Heather loves to help the non-research-inclined to understand insights from research and how those insights can drive better decisions.

Heather is an avid whitewater kayaker, blackwater canoeist, backpacker, hiker and cyclist and has traveled across the country and to Central and South America to pursue her hobbies. Now she is enjoying being an in-state California tourist as she explores her new home.