

JOSHUA SMITH, MST

Cincinnati, Philadelphia & Cape Town • joshua@joshuasmithconsulting.com •  +1-206-375-0779

EXPERIENCE: Fifteen years of tourism industry strategy & business development background with sustainable focus; Proven entrepreneurial drive from conception to implementation; Professional presentation skills with concise vision on brand creation & integrated marketing; Globally-diverse relationships across all tourism sectors & channels

EMPLOYMENT:

Millennials in Travel® (Global)

Co-founder & Director of Strategic Development (2013-Present)

- Lead organizational growth through sustainable initiatives
- Supervise technology, industry relations, Gen Z & philanthropic leadership
- Acquire sponsorship funding and secure exclusive partnerships
- Created international branding strategy for organization

Joshua Smith Consulting LLC (Philadelphia, PA & Cape Town, South Africa)

President (2012-2018; 2020-Present)

- Advise foreign governments & brands on tourism product creation
- Liaise between public & private sector on cohesive marketing strategies
- Assess and implement processes for greater efficiency
- Consult on new business development for tourism start-up companies
- Develop brand awareness through marketing and media relations

Global Citizen Journeys (Philadelphia, PA & Cape Town, South Africa)

President/Travel Designer (2016-2018; 2020-Present)

- Increase client acquisition through strategic partnerships
- Create content for social media distribution
- Develop privately-guided programs across the globe
- Advise corporate clients on cost-saving initiatives
- Manage all aspects of clients' travel plans

JLS Properties (Cincinnati, OH & Cape Town, South Africa)

Founder/Owner (2016-Present)

- Manage self-owned student property rental units
- Enact growth plan for portfolio expansion
- Renovate properties to maximize rental profitability
- Expanded into retreat accommodation in Cape Town, South Africa designed for the digital nomad, launching September 2023

Goway Travel (Los Angeles, CA; Toronto, ON)

Tourism Partnerships Manager (2019-2020)

- Responsible for business development with tourism boards & airlines
- Determined new channels to increase marketing efficacy
- Acquired foreign government investment for product development
- Created and implemented strategic marketing proposals & campaigns
- Collaborated with external PR/Marketing agencies on campaign integration

South African Tourism (Los Angeles, CA & New York, NY)

Manager Trade Relations - West Coast (2018-2019)

- Developed trade engagement plan for increased tourism arrivals
- Consulted South African companies on creation of market-ready product
- Identified & negotiated joint marketing initiatives with travel companies
- Trained South African travel trade on North American source market needs
- Hosted trade partners on personalized in-country programs

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EMPLOYMENT (continued):

TRAVCOA, A World Leader in Luxury Travel (Los Angeles, CA)

Associate Director – Private Travel (2015-2016)

- Managed journey consultants with revenue of \$6M+
- Developed new products and tours for luxury traveller
- Determined strategy & created marketing content for portfolio
- Created strategic partnerships with consortia & tourism boards
- Configured new reservations system for detailed tracking on ROI
- Facilitated contracting process & business development with suppliers

Product Manager – Private Journeys (2012-2015)

- Developed and managed operations of 130 programs in over 75 countries
- Increased Travcoa's Private Journeys guest count by 42% and profit per guest through new product development and co-operative marketing
- Managed product portfolio of over \$2M in revenue
- Conducted agent and consumer trainings on destinations and products

45 Degrees Marketing (Seattle, WA & Miami, FL)

Co-founder (2010-2012)

- Strategized for new business development and account management
- Consulted on brand awareness and product creation
- Educated travel trade industry through trainings and networking
- Promoted boutique properties and ground operators to media
- Managed Middle Eastern portfolio for Travel Marketing Worldwide
- Established US Office for German-based firms, Asia Reps and Luxury Reps

Virtuoso, Ltd. (Seattle, WA)

Account Manager – Tourism Board Partnerships/Alliances (2008-2010)

- Managed \$1.4M in portfolio marketing investments
- Prospected new governments while increasing current investments by 26%
- Designed consumer marketing campaigns for national governments
- Coordinated familiarization trips with suppliers for destination awareness
- Represented company at domestic and international events

Account Manager – Tour & Specialty Operators (2008-2009)

- Developed strategic programs to maximize exposure of products
- Resolved conflicts between travel agents and travel suppliers
- Initiated programs to enable self-sufficiency in supplier demands

Coordinator (2007-2008)

- Increased exposure of tour operators through news articles via intranet
- Proofed collateral and communication for Destination Sales department

Oxford Recreation Inc. – High Street Grill & Balcony (Oxford, OH)

Assistant General Manager (2004-2005)

- Supervised company's management and daily finances
- Handled various A/R and A/P accounts and managed monthly P&L
- Controlled monthly budget through labor cost and weekly ordering

Public Relations/Marketing Consultant (2002-2005)

- Designed an extensive public relations and online marketing campaign
- Promoted business through various media outlets
- Organized fund-raising activities for charitable events
- Managed all internal and external communication
- Organized all front of house training and scheduling
- Created and published service training guide

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EDUCATION:

Arizona State University – Graduated 2021

- Master of Sustainable Tourism (MST)
- Thesis: Sustainable Tourism Development Framework – A Guide for Regional Governments with Western Cape, South Africa as example
- GPA: 4.13/4.00

Miami University of Ohio - Graduated 2004

- Bachelor of Arts in Speech Communication [Focus: Public Relations]
- Study Abroad Journalism Program in Florence, Italy
- Internship with Cincinnati's CityBeat publication
- Member of Public Relations Student Society of America
- Ambassador for Miami University Men's Glee Club in Guadeloupe

OTHER CERTIFICATIONS:

Professional Association of Diving Instructors (PADI)

- Advanced Open Water Diving (May 2021)
- Open Water Diving (April 2021)

CorePower Yoga

- Certified Yoga Instructor – 200 hours (August 2016)

The Travel Institute

- Certified Travel Associate (August 2009)

Destination/Brand Specialist Programs

- Please visit [my website](#) for a list of these certifications

CAREER HIGHLIGHTS:

- Featured on the [cover of Travel Agent Magazine's December 2014](#) issue
- Recognized as [2013 Rising Star of Travel Industry](#) (travAlliancemedial)
- Increased Travcoa's Private Journeys portfolio profit by 43% in 4 years, annual profit per guest by 35%, and overall profit margin to a current 33.71%
- Increased Travcoa's Private Journeys portfolio sales by 24% and guest count by 42% through new product integration and co-operative marketing efforts
- Developed Millennials in Travel brand from conception to over 1,400 members in 8 chapter cities within the first twelve months

TRAVEL ASSOCIATIONS:

- Millennials in Travel - Co-founder & Chairman of Board of Directors (2013-Present)
- National Tour Association - Young Professional Advisory Committee (2014-2018)
- U by Uniworld Advisory Committee (2018-2019)
- United States Tour Operators Association - Conference Committee (2012-2016)
- The Travel Institute - Certified Travel Associate (2009)

COUNTRIES EXPLORED: Australia, Belize, Bhutan, Brazil, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Denmark, Egypt, England, France, Germany, Greece, Guadeloupe, Hong Kong, India, Italy, Jordan, Macau, Malawi, Malaysia, Malta, Mexico, Morocco, Myanmar, Nepal, Netherlands, New Zealand, Norway, Papua New Guinea, Peru, Philippines, Qatar, Singapore, South Africa, Switzerland, Tanzania, Thailand, Turkey, United Arab Emirates, Zambia, Zimbabwe

For a list of [speaking engagements](#) & [press mentions](#), please visit my website.