



## CARIBBEAN HOTEL & TOURISM ASSOCIATION

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### **CARIBBEAN HOTEL & TOURISM ASSOCIATION NAMES**

#### **VANESSA LEDESMA-BERRIOS CHIEF OPERATING OFFICER**

THE CARIBBEAN (Feb. 12, 2015) – Emil Lee, president of the Caribbean Hotel and Tourism Association (CHTA), announced that longtime employee Vanessa Ledesma-Berrios has been promoted to Chief Operating Officer (COO) making her the first female to hold such a commanding position within the CHTA headquarters staff. Ledesma-Berrios will work along with CHTA's new executive team comprised of Frank Comito, Chief Executive Officer (CEO) and Matt Cooper (Chief Marketing Officer), to execute the association's strategic plans and serve the membership of 32 National Hotel Associations and over 600 hotels and 300 allied members.

"In developing our new team of executives to lead CHTA, we knew that Vanessa Ledesma-Berrios was the right person to be the COO having managed all of the Association's events for the past 16 years as well as the day-to-day operations for the past two years when she was last promoted to Director of Operations and Events," said Lee. "The appointment of a female to the position of COO is an important milestone for CHTA," Lee added.

Ledesma-Berrios has been with the Association 16 years serving as Director of Operations and Events prior to her appointment as COO. Previously she was CHTA's Conferences and Events Director. She joined CHTA following her work with Maritza Negroni & Associates as a meeting planner and then conference organizer from 1995 until being hired by CHTA in 1999.

## **Caribbean Hotel & Tourism Association**

The Caribbean Hotel & Tourism Association (CHTA) facilitates the full potential of the Caribbean hotel and tourism industry by serving members' needs and building partnerships in a socially responsible and sustainable manner. CHTA is the voice of the Caribbean hospitality industry for the development of the region in the highly competitive and sophisticated environment of international tourism. Today, tourism is widely recognized as a pivotal industry in the economy of the region – and CHTA functions as the common denominator for this industry in a region of diverse nationalities, languages and styles, identifying mutual problems and marshaling the resources of the active and allied members to devise solutions. CHTA represents all facets of the hospitality industry with more than 600 member hotels and over 300 allied members.

CHTA, including the events staged by the association, is supported by Strategic Partners MasterCard, Interval International, OBM International, HVS, Tambourine and TravelZoo.

**For more information, visit <http://www.caribbeanhotelandtourism.com>. Follow CHTA on Facebook [Facebook.com/CaribbeanHotelandTourismAssociation](https://www.facebook.com/CaribbeanHotelandTourismAssociation) and Twitter [Twitter.com/CHTAFeeds](https://twitter.com/CHTAFeeds).**

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