



LOVE CATALINA ISLAND EXECUTIVE TEAM BIOS

Jim Luttjohann, President and Chief Executive Officer: Jim Luttjohann is the President and CEO of Love Catalina Island, the official tourism authority for Catalina Island. Since being appointed the role in 2014, Luttjohann has guided the nonprofit's efforts to strengthen tourism and support the local economy. A strong advocate for local businesses, Luttjohann works closely with government agencies to represent the interests of community members. Prior to his role with Love Catalina Island, Luttjohann served as the Executive Director of the Santa Fe Convention and Visitors Bureau/Santa Fe Community Convention Center from 2012 to 2014, where he oversaw the Destination Marketing, Convention Center, Arts Commission, Film Office and the City's Occupancy Tax Advisory Board. From 2004 to 2012, he was the Executive Director of the Ventura Visitors & Convention Bureau where he was responsible for leading the organization through a comprehensive re-branding. During that time, he also expanded operations, including developing two new Visitors Centers and a Film Office. With more than 20 years experience in the travel and hospitality industry, Luttjohann has served as a board member of the Rotary Club of Avalon, Western Association of Convention & Visitors Bureaus, Tourism Association of New Mexico and New Mexico State Tourism's Region Five, CalTravel, Friends of the Olivas Adobe, Ventura County Lodging Alliance (T-BID), California's Central Coast Tourism Council and the Ventura Chamber of Commerce. Luttjohann holds a Bachelor's degree in Communications and Psychology from Pepperdine University.

Cathy Miller, Vice President of Marketing and Sales: Cathy Miller is the Vice President of Marketing and Sales for Love Catalina Island, where she is responsible for the oversight of the organization's marketing efforts and programs. Over the past four years with the organization, Miller has spearheaded initiatives to help attract visitors to Catalina Island, including developing strategic marketing and communications plans, overseeing consumer research studies and implementing consumer-facing campaigns. Prior to her role with Love Catalina Island, Miller was the Vice President of Marketing for Park City Chamber of Commerce/Convention & Visitors Bureau. During her 23-year tenure with the organization, Miller was responsible for developing and implementing annual marketing plans, and was a key player in creating the marketing campaign for the 2002 Winter Olympics hosted in Park City. Miller is a skilled grant writer who was instrumental in securing millions of dollars in grants for the Chamber, and worked with industry partners such as Utah Office of Tourism, Summit County Restaurant Tax Committee, Salt Lake City Department of Airports and Ski Utah to increase awareness about the destination. Miller holds a Bachelor's degree in Business Administration from Northern Arizona University.