



VISIT DENVER Board Retreat Vail | August 25 - 26, 2022



Paul Ouimet
Partner, President
MMGY NextFactor

Paul is President of NEXTFactor Enterprises Inc., a privately held company he established in 2015. In 2019, Paul sold a portion of NEXTFactor to MMGY Global, joining their global group of companies as Partner, President of MMGY NextFactor. He also serves as Managing Director of DestinationNEXT in a partnership with Destinations International, a professional trade association based in Washington DC.

He was one of three founding partners of InterVISTAS Consulting Inc. in 1997. For 20 years, he played a major role in building it into a multinational company with offices in the U.S., Canada, and Europe. He continues as an executive consultant for InterVISTAS. In March 2020, in partnership with Tourism Economics, MMGY NextFactor launched OrganizationNEXT, a project on Strategic Recovery Planning.

Paul has successfully delivered strategic plans and master plans for many destination organizations, governments, non profit organizations, hotels and airports around the world. He has also completed organization reviews and developed start-up plans and business plans for new ventures. During the past six years, Paul has led the team that developed and delivered DestinationNEXT, an important Destinations International initiative informing the future of destination organizations.

DestinationNEXT was ranked by Skift Magazine as one of the top 10 biggest developments in the global tourism industry in 2015. To date, the team has conducted over 300 assessments and workshops around the world.



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Sean Maher

CEO

RRC Associates

Sean guides the overall market research and consulting practice for RRC Associates. His background in downtown management and tourism/recreation, as well as a unique perspective on visitor experiences, special events, and retailing, is invaluable to the team at RRC. Sean served as the CEO of the Downtown Boulder Partnership for 11 years. He previously served as

Executive Director of the Boulder Economic Council and Small Business Development Center for the Boulder Chamber of Commerce. He also served on the board of the Boulder Convention and Visitors Bureau for 14 years and has been a monthly columnist for the Boulder Daily Camera for 19 years, focusing on local economic and business issues.



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Chris Keating, PhD *President & Founder* *Keating Research*

Chris Keating has an undergraduate degree in political science from Northwestern University and Ph.D. in economics from the University of Illinois. Keating has worked in survey research in Colorado for the past 22 years where he has conducted over 500 successful survey and focus group research projects on state and local issues. Keating is well regarded in the field for developing quality questionnaires, thoughtful client presentations and reports that are written and created to be understood by the lay person as well as the more astute client.

Keating Research, Inc. was established in 2010 and in a short period of time has established itself as a leading Colorado survey research firm working on education, energy, water, transportation and growth issues. Keating Research counts the University of Colorado, Colorado Governor John Hickenlooper and Denver Mayor Michael Hancock as clients. Keating Research recently worked as the pollster on the landmark No on 1A campaign in Pueblo County to successfully prevent the prohibition of marijuana in the November 2016 election (57% no) and to successfully implement a regional transportation authority in San Miguel County, Colorado. In 2015, Keating led the survey research on the successful 1A For DIA ballot measures in Denver and Adams Counties. Prior to founding Keating Research, Inc., Keating was Vice President at Harstad Strategic Research and Research Director at Talmey-Drake Research. Keating has lived in Colorado since 1995 and currently resides in Telluride.



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Angie Briggs

*Vice President, Industry Relations
U.S. Travel Association*

Angie Briggs is vice president of industry relations for the U.S. Travel Association. She is focused on engagement and growth across all member levels of the association. Briggs is a frequent traveler, spending time in-market collaborating with U.S. Travel's national membership.

Briggs has spent most of her career in the travel and tourism industry. Prior to joining U.S. Travel, Angie served as vice president, new business development at Miles Partnership. As a member of the leadership team, Briggs helped drive the agency's strategy and growth. She established a strong track record of collaboration and identifying business opportunities to support national, state, regional and local destination marketing organizations, as well as hotels, airports, attractions and businesses in the international marketplace.

Previously, Briggs was vice president, business development of marketing agency TIG Global. During her time at TIG Global, Briggs launched a new destination marketing organization (DMO) division at the agency, and was responsible for building brand awareness, leading the product development process, developing business plans and training staff members for DMO-specific accounts.

Briggs received a Bachelor of Arts degree in communication from North Carolina State University.