

VISIT DENVER Board Retreat Devil's Thumb Ranch | Aug. 22 - 23, 2024

Presenters

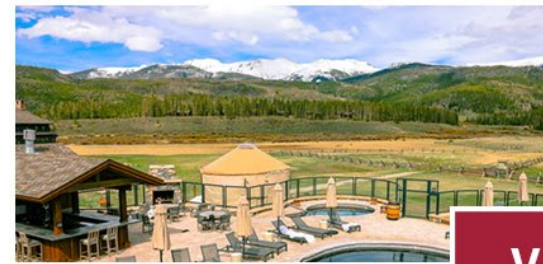


Paul Ouimet
Founder & Strategic Advisor
MMGY NextFactor

Paul is the Founder and Strategic Advisor of NEXTFactor Enterprises Inc., which he established in 2015. Since 2019, it has been part of MMGY Global's group of companies operating as MMGY NextFactor. Prior to that, Paul was one of three founding partners of InterVISTAS Consulting Inc., and for 20 years, he played a major role in building it into a multinational company with offices in the U.S., Canada, and Europe, working in over 75 countries.

Paul has been leading strategic planning projects for over 25 years. He has successfully delivered master plans for airports, ports and destinations around the world. He has also completed organization reviews and developed start-up plans and business plans for new ventures. Since forming NextFactor, Paul has completed and/or recently worked on over 60 destination master plans in the US and Canada (including active projects currently underway in Dallas, Denver, Minneapolis and Orlando). He led the project team which developed the original Tourism Road Map for Denver in 2016 as well as several other strategic planning projects for Visit Denver.

Over the past 10 years, Paul has led the team that developed and delivered DestinationNEXT, an important Destinations International initiative informing the future of destinations and DMOs. DestinationNEXT was ranked by Skift Magazine as one of the top 10 most important developments in the global tourism industry in 2015. To date, the team has conducted over 400 destination assessments around the world.



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Cassandra McAuley
Managing Director
MMGY NextFactor

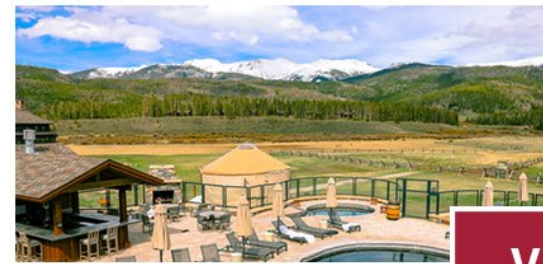
With over a decade of experience in the tourism industry, Cassandra is an enthusiastic advocate for the visitor and experience economies and the people who contribute to them. As Managing Director of MMGY NextFactor, Cassandra and her team work with destination organizations to build aligned, sustainable and prosperous communities through the transformative power of travel.

With a master's degree in organizational change and leadership, Cassandra possesses a deep understanding of the intricacies of driving positive change within organizations. She also earned a professional certificate in sustainable tourism destination management, demonstrating her commitment to fostering responsible tourism practices.

Cassandra's dedication to our industry is further exemplified by her role as an instructor in the Certified Destination Management Executive (CDME) program, which prepares senior executives to advance their careers and helps industry leaders thrive in a constantly changing environment. Cassandra is actively involved in various boards and committees, contributing her insights and expertise to further the industry's goals and initiatives.

Before joining MMGY NextFactor, Cassandra served as the Vice President of Communications & Stakeholder Engagement with Tourism Calgary, Canada's fourth largest city, where she played a key role in shaping the organization's strategic communication, engagement and destination planning efforts.

Cassandra's journey in the tourism industry is characterized by a commitment to excellence, a passion for sustainable practices, and a desire to create meaningful and lasting impacts on the communities she serves.



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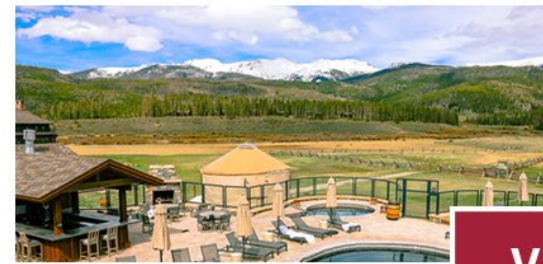


Sean Maher
CEO
RRC Associates

Sean Maher is the CEO of RRC Associates where he oversees all client relations, project management and strategic planning for the firm. RRC is a market research firm working nationwide in the sectors of tourism, community planning and urban district management.

Prior to joining RRC, Sean spent 11 years as CEO of the Downtown Boulder Partnership (DBP) where he oversaw marketing, operations, events and recruitment for the 49 square block downtown district. Before joining DBP, Sean headed up private and public economic development efforts in Boulder as head of the Boulder Economic Council (BEC) and ran the Small Business Development Center.

Prior to the BEC, Sean started and owned multiple Ben & Jerry's stores in Boulder and Denver and owned outdoor retail stores in Taos, New Mexico. He holds an MBA from the University of Colorado.



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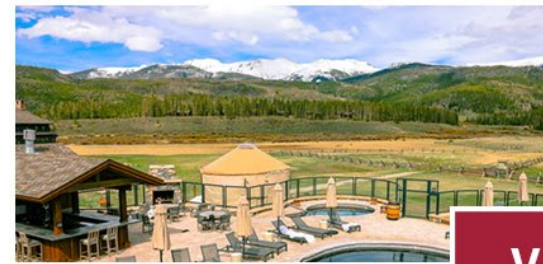
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Mitch Mitchem
CEO
Hive Interactive

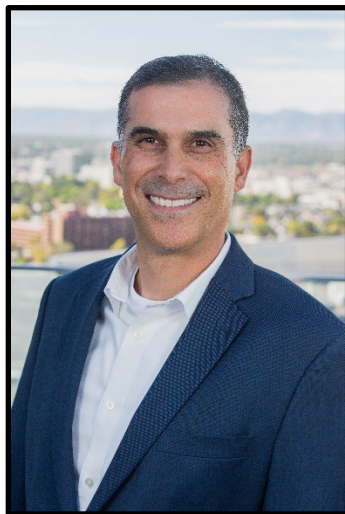
Mitch Mitchem, the dynamic CEO of HIVE Interactive, is a multifaceted visionary at the intersection of AI and human potential. With a unique background spanning entertainment, tech entrepreneurship, and organizational development, Mitch has become a global authority on integrating AI with human-centric strategies. His journey includes building and selling a successful tech startup, and pioneering innovative learning and development programs that leverage cutting-edge AI tools.

As a captivating keynote speaker who has delivered over 2,700 presentations across 10 countries, Mitch combines his entertainment prowess with deep tech insights to create unforgettable, interactive, high-energy learning experiences. His talks are renowned for their perfect blend of humor, practical knowledge, and actionable strategies, making complex AI concepts accessible and exciting for diverse audiences. Whether he is demonstrating live AI tools or sharing case studies from various industries, Mitch's presentations are always engaging, informative, and tailored to drive real-world results, leaving attendees energized and equipped to thrive in the AI-enhanced future of work.



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Justin Bresler
Vice President & Chief Marketing Officer
VISIT DENVER



MC Genova
Associate Vice President of Partnership & VISIT
DENVER Foundation
VISIT DENVER