

*Scott Caufield - TripAdvisor*

*Scott Caufield manages the Southeastern region at TripAdvisor where he helps Destinations and non-profit attractions gain exposure to the site's 490 million monthly travelers. Eighteen years of digital marketing experience has enabled Scott to work with hundreds of brands in the travel sector to help them navigate the ever-evolving world of online marketing. Scott is a member of several professional travel associations, and speaks to groups across the US on how to get the most out of TripAdvisor. An avid traveler, Scott has traveled through all of the region he manages, and enjoys sharing his experiences with travelers on TripAdvisor. Scott is based in the Dallas metroplex where he lives with his wife, Laura, and their two children.*