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HAWAII VISITORS AND CONVENTION BUREAU ANNOUNCES NEW LEADERSHIP IN COMMUNICATIONS, INTERNATIONAL STRATEGY & DATA INTELLIGENCE

HONOLULU — The [Hawai'i Visitors and Convention Bureau](#) (HVCB) announces three new leadership appointments to strengthen the organization as it evolves into a Destination Futures Enterprise—moving beyond the traditional destination marketing organization model to treat Hawai'i as a living system to be stewarded, not simply a product to be sold. The approach draws on culture, data intelligence, and global relationships to produce outcomes that serve communities, visitors, and the destination's long-term future.

Jena Zarro joined HVCB as managing director of integrated communications on 1 March 2026, Mitsue Varley joined HVCB as director of international business development on 1 April 2026, and Matthew Clarkson joined HVCB as senior director of data intelligence on 16 April 2026.

“A high-performing destination requires clarity in how we communicate, strength in how we build global relationships, and discipline in how we use data,” said Dr. Aaron J. Salā, president and CEO of HVCB. “Jena, Mitsue, and Matthew each strengthen these capabilities within HVCB, driving greater alignment and discipline in how we operate in support of Hawai'i's broader tourism strategy.”

Jena Zarro Named Managing Director, Integrated Communications

Jena Zarro serves as managing director of integrated communications, where she leads the development of an organization-wide communication system to ensure clarity, consistency, and alignment across all internal and public-facing messaging. She works closely with the executive team to strengthen how HVCB communicates with members, partners, communities, and global audiences.

Zarro brings more than 16 years of experience in marketing, communications, and content strategy across the travel, telecommunications, and consumer packaged goods industries. She formerly served as director of consumer and content marketing at Hawaiian Airlines, where she led the email, digital content, social media, social care, direct mail, and guest experience communications teams.

“Hawai'i's visitor industry is evolving, and clear, coordinated communication is essential to our combined success,” said Zarro. “It plays a critical role in building trust, strengthening partnerships, and advancing a shared vision for Hawai'i. I look forward to working across the organization to build upon HVCB's brand, create alignment, elevate our voice, and support the important work ahead.”

Mitsue Varley Named Director, International Business Development

Mitsue Varley serves as director of international business development, advancing the organization's international division with an emphasis on the Asia market. She connects HVCB teams, global marketing partners, and industry stakeholders, while helping shape international strategy and strengthen key relationships in support of HVCB's broader goal of building a globally relevant model for regenerative destination leadership.

Varley brings more than three decades of experience in Hawai'i's tourism industry. She previously served as Asia regional director for the O'ahu Visitors Bureau, regional director of accounts – Asia at the Hawai'i Convention Center, and country director for Hawai'i Tourism Japan, where she led market strategy and engagement across Japan and broader Asia.

"I am grateful for the opportunity to support HVCB during this important period of growth," said Varley. "Strengthening international relationships requires trust, clarity, and long-term vision, and I look forward to building a strong foundation for Hawai'i's global engagement."

Matthew Clarkson Named Senior Director, Data Intelligence

Matthew Clarkson serves as senior director of data intelligence, where he leads the development of HVCB's enterprise performance architecture, establishing how the organization defines success, measures impact, and aligns resources to strategic priorities. Clarkson works closely with Phi Nguyen, newly appointed sales analyst at HVCB, whose strengths in sales data, reporting, and workflow optimization complement Clarkson's enterprise-level analytics leadership to translate insights into actionable sales strategy.

Clarkson brings extensive experience in analytics and performance management. He recently served as business intelligence manager at Alaska Airlines and previously held senior leadership roles in marketing and e-commerce analytics at Hawaiian Airlines, where he led cross-functional teams and improved direct channel performance through data-driven insights and testing.

"I am looking forward to building on HVCB's analytical foundation to support clear, data-informed decision-making," said Clarkson. "By aligning how we measure performance with our priorities, we can clearly identify what is working, strengthen accountability, and focus our efforts where they will have the greatest impact."

— *pau* —

PHOTOS

[Click here](#) for headshots of Jena Zarro, Mitsue Varley, and Matthew Clarkson. Please credit: *Hawai'i Visitors and Convention Bureau*

ABOUT HVCB

The Hawai'i Visitors and Convention Bureau (HVCB) is a private, nonprofit, regenerative destination leadership enterprise stewarding the future of tourism in Hawai'i. Grounded in cultural intelligence and community connection, HVCB builds global partnerships, crafts transformative

visitor experiences, and leads with innovation to ensure tourism enriches local lives, protects island ecosystems, and advances Hawai'i as a model for the world. For visitor information, visit gohawaii.com. For more about HVCB, visit hvcb.org or follow updates on [Instagram](#), [Facebook](#), and [LinkedIn](#).

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