



### **Clarisa Jimenez**

President and CEO- Puerto Rico Hotel & Tourism Association (PRHTA)

#### **Summary:**

Jimenez is accountable for the operation of the 500-member PRHTA and makes all decisions and implements objectives in cooperation with the board of directors. She develops and executes approved annual strategic plans to ensure the Association's maximum effectiveness in resourceful areas to include support of the allied members, membership development and support, advocacy programs, marketing, internal and external communications and public relations, events management, liaison with other tour and travel industry associations, maintenance of sound fiscal policies, cultivation of staff talent, objective reviews of appropriate new revenue generation streams and manages a \$1.2 million budget.

Jimenez' tourism career includes more than 30 years of experience, of which 14 years were at the Puerto Rico Tourism Company. She is considered a high energy leader and always encourages employees to keep a positive attitude during difficult times. Jimenez is an exceptional speaker and believes in complete transparency at all times. She has been recognized by Caribbean Business Influential Business Woman 2005, SME Top Management Award 2006, National Hotel Association Executive of the Year 2008 and Hispanic Executive 2012.

#### **In-depth work at the PRHTA:**

- Has maintained a high percent (90%) of member retention during her incumbency.
- Created the Tourism Industry Employee Scholarship Fund.
- Implemented the Six Keys for Top Notch Service Certification.

- Led in the creation of the most important culinary event in the Caribbean, Saborea Puerto Rico.
- Developed the Lifetime Achievement Award for Puerto Rico's Culinary Industry.

### **Governance:**

- Led efforts to avoid applying an additional room tax in San Juan.
- Worked towards establishing a Destination Marketing Organization.
- Led efforts to avoid executing a bill to legalize illegal slot machines in Puerto Rico.

### **Past Experience:**

- Head of the marketing division at the Puerto Rico Tourism Company.
- Regional director responsible for the operation and promotion of Puerto Rico Tourism Company's western region based in California.
- President of Hospitality Marketing and Solutions, Inc., a consulting firm specializing in tourism marketing.

### **Active Organizations:**

- Caribbean Hotel and Tourism Association Board Member (CHTA)
- Caribbean Society Hotel Association Executives (CSHAE) Board Member
- A member of the Board of Director of the Interagency Beach Management, which supervises the island's Blue Flag certification program
- A member of the Private Sector Coalition
- Scholarship Foundation for Hotel & Tourism Studies
- A member of the Advisory Boards of the Puerto Rico Hotel School, the International School of Tourism & Hospitality Management at

Universidad del Este, and the University of Puerto Rico, Carolina campus.

- Member of the Board of Directors ENLACE