



Lisa Simon, Senior Vice President, IMG Associations & President, National Tour Association

For more than two decades Lisa Simon, CTP, has been involved in the association management field. Simon currently serves as the president of the National Tour Association. In addition, Simon was named as the Executive Vice President of IMG Associations in January 2007. This 20-year marketing and management professional works with the leaders of IMG association clients to help the company expand its management business while continuing to excel at all levels.

Simon began her tenure with NTA in 1985 and served as the senior vice president from 1988 to 2004. Simon has managed NTA's education, certification and marketing activities, as well as served as the director of the National Tourism Foundation, executive editor of Courier magazine and vice president of Marketing.

Simon leads organizational change, develops strategic plans and creates high-performance teams for associations and corporations. A skilled strategist, Simon can visualize the desired future and map out ways to reach the client's objectives through group process and teamwork. With more than 20 years' experience in marketing and management, her facilitation skills and analytical abilities have proven effective in strategic planning, leadership development, organizational structure and managing change.

She is a member of the American Society of Association Executives, The Travel Institute, and the Association of Travel Marketing Executives. Additionally, she is a Certified Tour Professional, and she received certificates in fundraising from the Fund Raising School of Indiana University's Philanthropic Center and foundation management from ASAE. She holds a Bachelor of Arts in public relations from Eastern Kentucky University.

NTA has a global membership of tourism professionals involved in the growth and development of the packaged travel industry. Its membership includes more than 600 tour operator companies - group, independent, inbound and outbound - and the destinations and suppliers that partner with them. The association is committed to providing business results and information to its members, while offering a collaborative, caring environment in which to build relationships.