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# KEYNOTE SPEAKER

## Peter Yesawich

### MMGY Global



Peter C. Yesawich is vice chairman of MMGY Global, America's leading marketing, advertising and public relations agency serving travel, leisure and lifestyle clients. The agency represents clients in every category of the travel industry through offices across the United States, Canada, Mexico and Europe.

MMGY is an integrated marketing communications company that is known for its strategic thinking, breakthrough creativity and innovation in marketing practice. The firm's Research & Brand Strategy Group is also regarded as one of the most respected sources of insights on the emerging travel habits, preferences and intentions of Americans and authors the widely acclaimed Portrait of American Travelers™ survey.

Yesawich is a frequent commentator on travel trends in such publications as *The New York Times*, *The Los Angeles Times*, *The Wall Street Journal*, *USA Today*, *Time*, *Newsweek* and *Business Week*. He is also featured on the CNN, CNBC, MSNBC and BBC World television networks and National Public Radio. He serves as a featured columnist in several industry trade publications and has authored numerous articles on marketing and advertising strategy in professional journals. He is also a coauthor of *Marketing Leadership in Hospitality* published by Prentice Hall.

Listed in *Who's Who in America*, Yesawich is the recipient of the World Travel Award from the American Association of Travel Editors, The Albert E. Koehl Award from the Hospitality Sales and Marketing Association International (HSMIAI) and the Silver Medal from the American Advertising Federation. He was also named one of the 25 Most Extraordinary Marketing Minds by HSMIAI and is a former member of the board of directors of the U.S. Travel Association.

Yesawich received three degrees from Cornell, including a doctorate in applied psychology, and is a graduate of the Advanced Management Program at Yale.