



Geoff Freeman
Chief Operating Officer & Executive Vice President

Mr. Freeman is chief operating officer and executive vice president for the U.S. Travel Association, the nation's leading voice for increasing travel to and within the United States. He is responsible for driving the travel industry's response to the latest challenges and seeks to position travel as a critical asset to the country, American business, and the traveling public. Under his leadership, the industry has enacted the Travel Promotion Act, referred to by Travel Weekly as the "industry's biggest legislative victory in a decade"; derailed an assault on corporate meetings and events through the highly successful "Meetings Mean Business" campaign; and begun the march to building an army of one million employee activists via its burgeoning Power of Travel Coalition.

Mr. Freeman has led a variety of complex and successful issue campaigns during his fifteen years in Washington. Previously, Mr. Freeman was a vice president with APCO Worldwide, a global public affairs firm, where he led the highly visible Partnership for Prescription Assistance (PPA). The PPA, supported by America's pharmaceutical companies, was the largest effort ever created to connect uninsured Americans with free prescription medicines.

Previously, Mr. Freeman was the Director of Government Relations and Strategic Outreach for Freddie Mac where he developed and implemented an innovative program to highlight the corporation's activities in local markets. Prior to joining Freddie Mac, Mr. Freeman served as Director of Strategic Initiatives for the American Association of Health Plans, the leading representative of the managed care industry. Mr. Freeman helped guide the media and strategic communications strategy around several high-profile issues, including the Patients' Bill of Rights and Medicare reform. In an effort to build support for the industry beyond-the-beltway, Mr. Freeman developed several unique initiatives, including a highly successful Hollywood outreach strategy and a partnership with physicians in the battle for medical liability reform.

Mr. Freeman is a graduate of the University of California, Berkeley. He resides in Arlington, Virginia with his wife and two children.

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