



**Malcolm Smith**  
**Vice President of Business Development &**  
**General Manager of International Pow Wow**

Malcolm Smith joined the U.S. Travel Association in July 2009 bringing with him more than 16 years of travel industry experience including leadership positions in destination marketing, hospitality sales and international sales and marketing.

In his current role, Malcolm is responsible for overseeing U.S. Travel's business development activities which include strategic partnerships, sponsorships, and exhibition sales. As of February 2011, Malcolm assumed the role of General Manager of International Pow Wow, the travel industry's premier international marketplace and the largest generator of international travel to the U.S.

Prior to joining U.S. Travel, Malcolm spent four years with Kimpton Hotels and Restaurants in the position of Area Director of Sales and Marketing for Washington, D.C., and Seattle, WA. In addition to his hospitality background, Malcolm has extensive international sales and marketing experience as Amtrak's International Sales Manager and as Director of Sales and Marketing for the Texas Office of Tourism.

Malcolm directed the sales and marketing efforts of Amtrak's global network of general sales agents and at Texas he oversaw international marketing and public relation firms in the United Kingdom, Germany, Mexico and Canada. In both positions, Malcolm leveraged partnerships with destinations, airlines, hotels and tour operators to generate mutually beneficial promotions, packages and revenues.

Over his career, Malcolm has served on numerous boards and advisory committees such as U.S. Travel's International Pow Wow Planning Committee, HSMAI-DC Chapter Board of Directors and the Greater Seattle Business Association Board of Directors.

Malcolm received his Bachelor of Business Administration from Texas Tech University and a Master of Arts in International Relations from Saint Mary's University.

Updated July 2011