



TOURISM AUTHORITY

2013 Bio

Kerri Verbeke Kapich

Senior Vice President of Marketing & Strategic Partnerships

San Diego Tourism Authority

Kerri Verbeke Kapich is the Senior Vice President of Marketing & Strategic Partnerships for the San Diego Tourism Authority, one of the nation's leading destination marketing organizations. The SDTA represents over 1,100 hospitality organizations and serves as the San Diego region's tourism marketing engine.

Kapich is a frequent guest speaker at industry conferences nationwide as well as a guest lecturer at the San Diego State University School of Hospitality. In 2001, she was named as one of the "Top 100 Marketers" in the nation by *Advertising Age* magazine and is the recipient of numerous marketing, advertising and tourism awards. Most recently, she was honored by the San Diego Business Journal with a 2012 Women Who Mean Business Finalist Award.

In 1997, Kapich joined the San Diego Tourism Authority where she is responsible for strategic planning, brand management and partnerships. She is the driving force behind the SDTA's integrated marketing program, supervising SDTA's research, advertising, public relations, promotions, web site, and travel industry sales teams.

Kapich currently serves on the Marketing Advisory Board of Visit California and the Board of Directors of the California Travel Association and California Restaurant Association, San Diego Chapter. She is a member of the Travel Industry of America, Destination Marketing Association International, CMO Council and Association of Travel Marketing Executives.

A San Diego native, Kapich was featured as one of the "50 People to Watch in 2001" by *San Diego Magazine*. She is a graduate of the University of California, Santa Barbara.