



Violeta Vera Seidell



Violeta Vera Seidell is Vice President, Program Management in Marriott's Global Operations division. In this role, Violeta leads a team to enable global innovation in critical hotel technology platforms such as property management systems and point of sale systems.

Prior to this role, Violeta led a team driving innovation across multiple areas, including revenue management and reservation systems, guestroom entertainment, procurement, and meetings & events, to help elevate Marriott's services to guests and improve operating efficiencies.

During her 25+ years with Marriott, Violeta has held positions in Lodging Food and Beverage, Lodging Finance & Business Development, and Marriott Management Services. Violeta's experience includes resource allocation planning, financial oversight of initiative investment, and leadership of key initiatives such as adapting US brands for global markets, partnering with an entertainment company on a resort brand and leisure initiatives, and enhancing hotel internet technology.

Violeta is active in several local and national service organizations, including having served on the Board of Directors of the Hispanic Scholarship Fund. Before that, she served as Vice Chair, Governance on the Board of the Hispanic College Fund for 12 years before participating in merging the two organizations. In addition, Violeta volunteers in Marriott's "Spirit to Serve" program and mentors several Marriott associates. She was a certified diving judge in the Montgomery County Dive League and for Montgomery County Public Schools while her children were students there.

Violeta is a graduate of the George Washington University, where she received a Master of Business Administration degree; and the University of Maryland, where she graduated Phi Beta Kappa and magna cum laude with Bachelor of Science degrees in Computer Science and Journalism. Violeta is a certified Project Management Professional with the Project Management Institute.

Born in Lima, Peru, Violeta has lived most of her life in the United States. She currently resides in Potomac, Maryland with her husband Mark. They have three adult children. Violeta enjoys travel and biking, and is looking forward to her second 40-mile ride through all five boroughs of New York City.