

POST: CANADIAN CONSULATE GENERAL, LOS ANGELES/TOURISM

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TOURISM PERSONNEL

Jack Kepper, Deputy Consul General & Senior Trade Commissioner.
Responsible for the delivery of the Tourism Program at the Post.

John Rasmussen, Senior Commercial Officer (Tourism Program Manager). Overall responsibility for the development and delivery of an integrated tourism marketing plan in conjunction with Commercial Officers at post, Tourism Canada, Canadian federal, provincial and territorial public and private tourism interests, tourism representatives and companies based within the post territory. Industry liaison and representational activities.

Jennifer Ruddick Clark, Commercial Officer/Travel Trade.
Development and execution of travel industry marketing activities focused on established customer segments.

Michael Zaretsky, Commercial Officer/Business Travel.
Responsible for the marketing of Canada as a premier Business Travel destination to selected travel planners and target corporations.

Monica Campbell-Hoppé, Commercial Officer/Media. Responsible for the development of a media and public relations program designed to promote Canada as a desirable travel and vacation destination to established customer segments.

Lisa Reeder, Assistant and Secretary to the Program Manager.

Josephine Lozano, Secretary to the Commercial Officers.

Territory California, Arizona, Nevada, Hawaii and Utah

Population 36.4 Million