



## **BARRETT FISHER**

### **PRESIDENT & CEO, TOURISM WHISTLER**

Barrett Fisher is the President & CEO of Tourism Whistler. She brings to her position more than 20 years of tourism experience, and is responsible for marketing, communicating and selling Whistler to the world.

In addition to heading up the destination tourism organization of Research, Marketing, Communications, Media Relations, Travel Trade Relations, Conference Sales, Events and Partnerships, Fisher oversees the operations of the Whistler Conference Centre, the Whistler Golf Club, the Whistler Visitor Centre and Whistler.com Central Reservations.

Before becoming President & CEO, Fisher held a number of key positions with Tourism Whistler, including President, Vice President of Marketing & Sales, Vice President of Marketing, Director of Marketing, and Director of Advertising & Promotion.

Fisher is currently the Chair of the Board of the British Columbia Destination Marketing Organization Association (BCDMOA); a member of the British Columbia government's Minister's Council on Tourism, a senior think-tank that advises government on provincial tourism issues; and a member of the Whistler Arts Council Board, where she also chairs their Governance Committee.

Fisher served on the board of the Vancouver Organizing Committee of the 2010 Olympic and Paralympic Winter Games for 10 years from 2003 to 2013, and she is a past board member of the Whistler Chamber of Commerce and the Pemberton Airport Authority.

In addition, Fisher sits on the Resort Municipality of Whistler's Economic Partnership Initiative Committee; the Municipality's Festivals, Events & Animation Oversight Committee; and the Resort's One Whistler Committee.

Prior to Tourism Whistler, Fisher worked in the newspaper industry for seven years, as Managing Editor of the North Shore News, and before that News Editor, Lifestyles Editor and Reporter.

She holds a Bachelor of Arts Degree in English from the University of British Columbia; a Diploma in Journalism from Vancouver Community College, Langara; and a Diploma in Marketing from the Kellogg School of Management at Northwestern University in Chicago.

Fisher was recognized by Business in Vancouver as one of 10 *Influential Women in Business* in 2006, and was recognized as *Woman of the Year* by the North Vancouver YWCA back in her newspaper days.