

## TOM NORWALK

### Biography

Tom Norwalk serves as President & CEO of Seattle's Convention and Visitors Bureau, an economic development agency responsible for competitively marketing Seattle as a destination for meeting and convention groups and leisure travelers.

Norwalk oversees more than 40 employees in the organization's main Seattle office as well as sales offices in Washington, D.C. and Chicago and is responsible for all of the bureau's operations, sales and marketing, finance and budget management and business development.

Previously, Norwalk served as Senior Vice President Sales & Marketing for the bureau, a position he held since October 2005.

Norwalk is a hospitality veteran with extensive hotel and other travel industry experience. From 2002 until 2005, he served as President and Managing Director of Seattle Hospitality Group, LLC, Seattle's leading destination management company.

Between 1981 and 2001, Norwalk served in sales and marketing positions with Four Seasons Hotels & Resorts. During that time, he was the director of marketing for Four Seasons properties in San Francisco, Vancouver, B.C. and Seattle, working proactively with convention and visitor bureaus in all three cities. He served as Director of Marketing of the Four Seasons Olympic Hotel in Seattle from 1993 to 2001, and served concurrently at the Four Seasons corporate level as Regional Director of Hotel Marketing, where he oversaw ten properties in the Western U.S. and Hawaii.

From 2001 to 2002, Norwalk was the general manager of The Golf Club at Newcastle, a \$75 million luxury public golf facility in suburban Seattle.

Norwalk began his career in 1976 in the catering and banquets division for the Washington Plaza Hotel in Seattle, which later became the flagship property for Westin Hotels and Resorts.

A Seattle native, Norwalk earned a bachelor's degree in communications from Washington State University. He and his wife, Linda, have three children and reside in Bothell, WA. Norwalk is an active board member of Seattle Rotary and chairs the regional efforts of Make-A-Wish Foundation.

Seattle's Convention and Visitors Bureau is a non-profit economic development agency responsible for competitively marketing Seattle as a destination for meeting and convention groups and leisure travelers. Some 9.5 million visitors spend more than \$5 billion in Seattle and King County annually, contributing \$468 million in state and local tax revenues. Direct visitor spending benefits hotels, retailers, restaurants, attractions, transportation services and other businesses and supports jobs for more than 63,000 people in the Seattle region.