

## Carol Hay <sup>[1]</sup>

Director of Marketing UK & Europe, Caribbean Tourism Organization  
London, United Kingdom

Carol Hay has over 25 years in the tourism sector, her primary areas of expertise include marketing, destination branding, product development, sustainable tourism development, public relations, crisis management and social media. Carol is currently Director of Marketing UK & Europe for the Caribbean Tourism Organization, a position she has held for the past 7 years. Previously she was the Director of Tourism UK & Europe for the Antigua and Barbuda Tourism Authority.

Carol has also held senior positions with The Jamaica Tourist Board, BWIA International Airways and the Jamaica Promotions Corporation. She is an accomplished speaker and has addressed audiences across the globe on female leadership, destination branding and competitiveness.

She holds a Masters in Marketing, Bachelors in Business Administration and numerous professional qualifications including Cultural Diplomacy, Public Relations, Human Resources Development, Coaching, Mentoring and Neuro Linguistic Programming (NLP).

In her spare time Carol coaches and mentors professional women and young people, and also volunteers to support young people preparing for work. She loves to travel, cook, meet new people and generally make the most of life!



Caribbean Tourism Organization <sup>[2]</sup>

LinkedIn - Carol Hay <sup>[3]</sup>

Twitter - @CTOtourism <sup>[4]</sup>

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