

# LEADERSHIP

## Executive Team



**Joe D'Alessandro**  
President & CEO  
San Francisco Travel Association



**Paul Frentsos**  
EVP & Chief Operating Officer  
San Francisco Travel Association



**Tina Wu**  
EVP & Chief Financial Officer  
San Francisco Travel Association



**Tom David**  
EVP & Chief Sales Officer  
San Francisco Travel Association



**Howard Pickett**  
EVP & Chief Marketing Officer  
San Francisco Travel Association



**Hubertus Funke**  
EVP, Global Tourism Development  
San Francisco Travel Association



**Cassandra Costello**  
VP, Public Policy & Executive Programs  
San Francisco Travel Association



**Patricia Aleman**  
Director, Executive Office Programs  
San Francisco Travel Association



**Lynn Farzaroli**  
Program Director, SF Tourism Improvement  
District MC  
San Francisco Travel Association



**Jessica Richardson**  
Executive Associate, Executive Office  
San Francisco Travel Association

## Executive Committee



**Melinda Yee Franklin**  
Chair  
Managing Director, Corporate and  
Government Affairs, United Airlines



**Peter Gamez**  
Chair-Elect  
Vice President of Global Sales, Two Roads Hospitality



**Jon Kimball**  
Vice-Chair  
Area General Manager, Marriott International



**Rodrigo Enriquez**  
Immediate Past Chair  
Founder, Extronomical Adventures, Inc.



**Ike Kwon**  
Secretary-Treasurer  
Chief Operating Officer, California Academy of Sciences



**Steve Cowan**  
Meetings and Convention Chair  
General Manager, Hilton San Francisco



**Bruce J. Gorelick**  
Tourism Council Chair  
General Manager, Loews Regency, San Francisco



**Sheila Martin**  
Public Policy Chair  
General Manager, Holiday Inn Fisherman's Wharf



**Kathryn Pellegrini-Inglis**  
Marketing Council Chair  
Associate Director of Strategic Engagement &  
Destination Marketing, The Presidio Trust

## Ex-Officio



**Gwyneth Borden**  
Executive Director  
Golden Gate Restaurant Association



**Kevin Carroll**  
Executive Director  
Hotel Council of San Francisco



**Tallia Hart**  
President & CEO  
San Francisco Chamber of Commerce



**John Noguchi**  
Director  
Convention Facilities Department,  
City & County of San Francisco



**Bob Sauter**  
Interim General Manager  
SMG - Moscone Center



**Brittney Beck**  
General Manager  
Beck's Motor Lodge



**Eric Bresler**  
Executive Director  
Chase Center



**Paul Devitt**  
Area VP and General Manager  
Grand Hyatt San Francisco



**John Duggan**  
Chairman of the Board  
Original Joe's



**Lee Gregory**  
Vice President  
McCalls



**Nan Keeton**  
Deputy Museum Director, External Relations  
San Francisco Museum of Modern Art



**Lisa Kershner**  
General Manager  
Oakland Marriott City Center at Oakland  
Convention Center



**James Lim**  
General Manager  
Omni San Francisco Hotel



**Steve Lutge**  
Business Agent/Recording Secretary  
Theatrical Stage Employees Local 16



**Michael Masserman**  
Senior Director  
Federal & International Government  
Relations, Lyft

## Board Members



**John Anderson**  
General Manager  
Park Central Hotel San Francisco



**Amy Arbuckle**  
General Manager  
Courtyard by Marriott San Francisco Downtown



**Catherine Bartels**  
Vice President & Area General Manager  
Bloomingdale's



**Gary Bauer**  
President  
Bauer's Intelligent Transportation



**Steven Nelick**  
Vice President  
Enterprise Holdings



**Chuck Pacioni**  
General Manager  
San Francisco Marriott Marquis



**Peter Pastreich**  
Executive Director  
American Conservatory Theater



**Anderson Pugash**  
CEO  
Palm House, The Dorian, Bergerac,  
Crossroads Nightlife



**Randall Reynoso**  
EVP-Business Banking President  
Wells Fargo



**Taylor Safford**  
President and CEO  
PIER 39



**Ivar Satero**  
Director  
San Francisco International Airport



**Monica Singh**  
Vice President & General Manager  
Regional Client Group - Western Region,  
American Express



**Pete Sittnick**  
Managing Partner  
Waterbar/EPIC Steak



**Lori Starr**  
Executive Director  
Contemporary Jewish Museum



**Paul Tormey**  
Regional Vice President & General Manager  
The Fairmont San Francisco



**David von Winckler**  
Director of Hotel Operations  
& General Manager  
Kimpton Hotels & Restaurants



**Charles Ward**  
Senior Director of External Affairs  
Yerba Buena Center for the Arts



**Sylvia Weiler**  
VP, Audience Strategy & Development  
Sojern



**Monetta White**  
Owner  
1300 on Fillmore

## Past Chairs



**Anna Marie Presutti (2015 -16)**  
Vice President / General Manager  
Nikko Hotels International /  
Hotel Nikko San Francisco



**Stephen Revetria (2014 -15)**  
Vice President & General Manager  
Giants Enterprises



**Mariann Costello (2013 - 14)**  
Vice President  
Scoma's



**David Nadelman (2012 - 13)**  
General Manager  
Grand Hyatt San Francisco



**John Cope (2011 - 12)**  
Retired



**Toni Knorr (2010 - 11)**  
Retired



**Rodney Fong (2009 - 10)**  
President  
Fong Real Estate Company



**Pat Gallagher (2008 - 09)**  
Retired



**Herb Myers (2007 - 08)**  
Retired



**Susie McCormick (2006 - 07)**  
Retired



**Rick Swig (2005 - 06)**  
President  
RSBA & Associates



**Jon Handlery (2004 - 05)**  
President  
Handlery Hotels, Inc.



**Louis Meunier (2003 - 04)**  
Retired



**Hank Biddle (2002 - 03)**  
Retired



**Tom LaTour (1999 - 00)**  
Chairman & CEO  
LaTour Signature Group



**Frank Kent (1997 - 98)**  
Retired



**Robert Wilhelm (1989 - 91)**  
Retired