

As Vice President, Hotels for VFM Leonardo, Inc., Louise's mission is to help hotel clients merchandize their properties through visual content, resulting in a strong purchase conversion. Louise Meyer brings 20+ years of experience and leadership in the hospitality and travel industry to this role. Louise is a well rounded Hotel sales & marketing professional who has worked in key roles within the hotel, travel and distribution industries, including responsibility for the hotel business line at Galileo International and varied roles at Sabre. Louise's experience is diverse and encompasses; e-commerce, technology, distribution, brand definition, sales & marketing, and account management.

Her previous roles have been with well known companies such as Sabre, American Airlines, Borden Foods, and Federated Department Stores. She is a graduate in Business Management from Miami University and did her MBA graduate work at Xavier University. Although she is based in Chicago, Louise spends a large percentage of her time in the field with her team and with clients.