



BARB BARNARD

Vice President, Corporate Sales

Carlson Wagonlit Travel—North America

As Vice President of Corporate Sales for Carlson Wagonlit Travel (CWT) North America, Barb Barnard provides strategic leadership to more than 40 sales professionals who manage multiple national and global accounts. Using a customer-focused sales program, she is focused on growing CWT's client base and company revenue. Barb is a member of the executive team and reports directly to Jack O'Neill, president, CWT North America.

With 20 years of experience in a variety of sales positions, Barb has moved through the ranks at Ask Mr. Foster Travel, Rosenbluth International and Maritz Corporate Travel. In 2002, Barb led the sales integration between Maritz and CWT, and assumed the role of vice president, business development with CWT.

She is an active member of ACTE and NBTA and has, throughout her career, held positions at the local NBTA level.

Barb graduated with a B.A. in communications and pursued continuing education at the University of Pennsylvania's Wharton School of Business.