



BARB BARNARD

Vice President, Sales and Marketing Carlson Wagonlit Travel—North America

As Vice President of Sales and Marketing for Carlson Wagonlit Travel (CWT) North America, Barb Barnard is focused on growing CWT's client base and company revenue, as well as developing a comprehensive client retention strategy, process and measurement system.

Barb provides strategic leadership to sales professionals who manage multiple national, multinational and global accounts. She also leads North America external communication, branding, proposal writing and U.S. product management teams.

Barb is a member of the executive team and reports directly to Håkan Ericsson, President, CWT North America and Latin 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.

Barb is an active member of ACTE and NBTA and has held, throughout her career, positions at the local NBTA level. She currently serves as a member of the NBTA Allied Leadership Council.

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