

## BCTDA Annual Planning Session Speakers | March 25, 2022

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### Wendy K. Smith | Professor | University of Delaware



Wendy is the Emma Smith Morris Professor of Leadership at the Alfred Lerner School of Business at the University of Delaware. She earned her PhD in organizational behavior at Harvard Business School, where she began her intensive research on strategic paradoxes—how leaders and senior teams effectively respond to contradictory, yet interdependent demands. Working with executives and scholars globally, she received the Web of Science Highly Cited Research Award (2019, 2020 and 2021) for being among the one percent most-cited researchers in her field, the Decade Award (2021) from the *Academy of Management Review* for the most cited paper in the past 10 years, and the University Mid-Career Research Award (2018).

Her work has been published in such journals as *Academy of Management Journal*, *Administrative Science Quarterly*, *Harvard Business Review*, *Organization Science*, and *Management Science*. She taught at University of Delaware, Harvard University, and the University of Pennsylvania–Wharton while also helping senior leaders and middle managers all over the world address issues of interpersonal dynamics, team performance, organizational change, and innovation. Her teaching earned her the MBA Teaching Award at the Lerner Business School in 2016, 2019, 2020 and 2021, and runner-up for this award in 2018. Wendy co-founded and is faculty director of the Women’s Leadership Initiative at University of Delaware, an initiative that works to advance gender equity from the classroom to the boardroom. She received *Delaware Today’s* Women in Business Award (2019) and the E. Arthur Trabant Award for advancing gender equity (2020). She lives in Philadelphia with her husband and three children.

### Chris Davidson | EVP, Travel Intelligence | MMGY Global



Chris Davidson oversees MMGY Travel Intelligence, MMGY Global’s research, insights and strategy division. He is responsible for the agency’s portfolio of syndicated and custom research products, including its Portrait of American Travelers® series and its DK Shifflet suite of travel performance products. He directs the organization’s substantial commitment to how these data and insights are applied to inform marketing strategies for its global portfolio of accounts.

Chris has 25 years of experience in market research, strategic planning, brand strategy and integrated marketing communications. He speaks at numerous travel industry conferences and events each year. A graduate of Princeton University, Chris received a bachelor’s degree in history. He also earned an MBA from Vanderbilt University with an emphasis in service marketing.

### Stewart Colovin | EVP, Global Brand Strategy | MMGY Global



Stewart Colovin leads all of MMGY Global’s brand strategy efforts. He has created brands for destinations, hotels and resorts, attractions and sports franchises around the world, including Vancouver, Cleveland, Bermuda, Los Cabos, Homewood Suites by Hilton, The Rock & Roll Hall of Fame and the Cleveland Cavaliers.

Stewart believes that for a brand to be accepted and embraced, it must be inclusive of all voices and perspectives. He has worked with countries, states, regions, counties, cities and towns of all sizes to help build bridges between residents and visitors, as well as the tourism and business communities. The process he has created builds consensus in communities and organizations and connects data to emotion in order to produce brands that inspire and drive unprecedented results.

Stewart is a featured speaker in the industry, both in the U.S. and internationally, on the power of travel and branding. Prior to joining MMGY Global, he served as International Creative Director at Dentsu, Inc. in Tokyo. He has received awards at the most prestigious advertising competitions, including Best of Show at the Hospitality Sales & Marketing Association International (HSMIA) Adrian Awards, twice.