

# KAY WALTEN



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## PERSONAL PROFILE

20+ years in the tourism travel and tourism industry, experienced in leadership, guest services, and experience development.

A passion for adventure as an underwater cave explorer, climbed Mount Kilimanjaro, and founded a sewing school for women in Africa.

## CORE COMPETENCIES

- Leadership
- Sustainability
- Emotional Intelligence
- Guest Experience
- Product Development
- Disaster Recovery
- Community Impact

## CERTIFICATIONS

- Quality Service, Disney Institute, 2020
- Sustainable Tourism, 2020
- AHLA Hotel Industry Analytics, 2020
- FEMA Principles of Community Economic Recovery, 2020
- FEMA Hurricane Awareness, 2020
- Social Impact Strategy, University of Pennsylvania 2019
- Tourism & Stakeholder Networking for Small Island Developing States Policy Makers, Hamburg University Germany, 2019
- Hospitality Marketing, Cornell 2012

## EDUCATION

- MS Travel & Tourism, Temple University, 2020
- BS Communications, Clarion University, 1985

GLOBAL TOURISM  
AMBASSADOR

## WORK EXPERIENCE

### Lecturer, Teaching Assistant

*Temple University, Philadelphia - Present*

- The Business of Leisure
- Contributor to Contemporary Issues in Travel and Hospitality Management

### Founder, CEO

*Loco Gringo Inc, USA 1996-2019*

- Creator and developer of the first online vacation rental service for the Riviera Maya Mexico.
- Product development, marketing, customer service.
- Sold the brand in 2019
- Reservation Management

### Founder, CEO

*Loco Gringo SA de CV, Mexico 1996-2011*

- Creator and developer of online vacation rentals for the island of Cozumel, and Belize
- Property Management
- Reservation Management

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## MORE WORK EXPERIENCE

### Consultant

*Kay Walten Consulting, Mexico 2009-2012*

- Early adoption of social media strategies
- Social media training for hospitality and tourism professionals

### Founder, CEO

*Loco Gringo Underground, Mexico 1996-1999*

- Technical dive training and services
- Experiential tour development

### Cave Diving Instructor

*AquaTech, Mexico 1994-1996*

- Technical and recreational dive training professional

### Dive Shop Manager

*CEDAM Dive Centers, Mexico 1992-1994*

- Manager for recreational resort dive concessions

### Local Marketing Consultant

*United Broadcasting, Baltimore 1989-1992*

- New business development
- Program and promotions development and implementation for consumer products

### Account Executive

*Hobson & Barnes, Atlanta 1989-1992*

- Promotion and event development for consumer products

## AWARDS & HONORS

- International Honor Society for the Hospitality Industry Eta Sigma Delta 2020
- International Fellow of the Explorer's Club 1998
- Stunt double in the IMAX movie "Journey to Amazing Caves" 1999
- Inducted into the Women's Diving Hall of Fame 2000
- Included or featured in: The Smithsonian Magazine, Dive Girl, Dive Travel Magazine, British Sub Aqua Magazine, aquaCORPS: The Journal for Technical Diving, and other industry/sport publications

## PHILANTHROPY

- Cocos Animal Welfare fundraising, Riviera Maya 2016
- Founded a Women's Sewing Co-op in Kahama Tanzania 2013
- Climbing Kilimanjaro for Women Tanzania & Kenya 2012
- Humane Society International, Tanzania 2010
- Hurricane Dean Relief, Costa Maya Mexico 2007