



Lena Ross began working for America 4 You, a Receptive Tour Operator, in 2006 and is the Director of Product Development. She previously has held positions in multiple facets of the Tourism Industry. She has been an intern for both the San Diego CVB and the Anaheim/Orange County CVB, and a Sales Manager for the Handlery Hotel San Diego. Lena holds her Master's in Sustainable Destination Management from George Washington University (2010) and a Tour Directing Certificate from ITMI (2011). In addition, she was the President of the Grand Circle Organization for 2 years. In her off time, she is incredibly involved with the Junior League of Orange County, a women's volunteer organization, and has held multiple leadership roles such as Finance Assistant, Web Manager, and Academy Manager and is currently the Co-Chair of the Junior Leagues of California State Public Affairs Committee as well as Board Member – Director at Large for the Junior League of Orange County. She is currently serving as the Vice Chair on the board for IITA (International Inbound Travel Association) as well as the Chairperson for the upcoming 2023 IITA Summit.