



## **Lena Ross**

Lena Ross began working for America 4 You, a Receptive Tour Operator, in 2006 and is the Chief Operating Officer after having been the Director of Product Development for the past 10 years. 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, Academy Manager, Co-Chair of the Junior Leagues of California State Public Affairs Committee and Board Member – Director at Large and is currently the Vice President of Community Impact Council. She is currently serving as the Vice Chair on the board for IITA (International Inbound Travel Association) and transitioning to Chairperson on March 1, 2024.