



Marcela Lizarraga

Marcela Lizarraga holds the position of Engagement and Strategic Projects Director at the World Travel and Tourism Council, based in London.

In her role at the Council, Ms. Lizarraga spearheads the formulation and implementation of member engagement plans, develops strategies for membership expansion, and leads the negotiation and execution of strategic projects.

WTTC represents the global Travel and Tourism private sector, and for 30 years it has been quantifying the impact of Travel & Tourism in 185 countries. WTTC research highlights the economic value of Travel & Tourism, fair economic policies for the sector, and long-term sustainable growth.

Ms. Lizarraga joined WTTC in 2021, bringing over 25 years of extensive experience in the travel and tourism industry. Her professional trajectory features a succession of executive roles in global organisations spanning across the USA, Brazil, Argentina, France, UK, and Colombia.

Ms. Lizarraga academic achievements include an Executive MBA from the University of Texas, and a Bachelor of Science degree in Electrical and Mechanical Engineering from the Anahuac University.