



Sandi Lackey

Sandi Lackey has worked for BWH Hotel Group since 2005. She is responsible for developing partnerships, strategies, driving revenue, distribution, connectivity, analytical research, marketing, promoting, and educating brand awareness with her clients.

In 2018, she was instrumental in working on connecting the brand's first two Leisure and Corporate (Bliesure) connections producing significant growth in revenue for the brand. In the summer of 2018, she joined the Global B2B Distribution Strategy Department under the leadership of Matt Teixeira.

In the fall of 2019, IITA had a vacant Hotel Director seat. The Board voted Sandi in to fulfill the rest of term which she completed July 1, 2020. Currently, Sandi serves as the chairperson for the IITA Technology Committee which was created March 2020. In 2001, Sandi was selected to sit on IITA's board for two year-term. She attends and supports many of the travel industry tradeshows.

Sandi graduated from North Central College in Naperville, IL with a bachelor's degree in Business Management and a minor in Psychology. She has been in the travel industry 25+ years. Prior to the BWH Hotel Group, she worked 14 years for a Tour Operator and was a senior marketing and product development manager. Sandi worked on the Hyatt Vacations brand, Globetrotters Caribbean brand and Amtrak Vacations brand.

Sandi lives in Chicago, IL with her partner and loves to travel whenever she gets the opportunity.