

INKATERRA'S SALES AND MARKETING DIRECTOR LIZA MASÍAS

ELECTED LATA HONORARY SECRETARY



The Latin American Travel Association (LATA) has appointed Byron Shirto as its new chairman. Succeeding Chris Pickard, Mr. Shirto is now at the helm after being part of LATA's executive committee for three years, where he served as honorary secretary for the past two years.

"It's a very exciting time to take on the challenge with LATA launching its dedicated trade show, Experience Latin America, later this month," he stated. "My mission is for LATA to be recognized as the authoritative voice for travel to Latin America and with the collective voice and unique set of experience and expertise from its 18-person strong committee we are in a position to offer this voice."

Among the LATA officers newly elected to the executive committee, stands out Inkaterra's Sales and Marketing Director Liza Masías, who becomes honorary secretary and trustee for the LATA Foundation.

At Inkaterra, Liza acts as liaison between the company's clients and partners in an effort to position the brand and increase hotel reservations throughout the travel industry. From her previous professional engagements, she brings expertise in the areas of hotel management, conservation and fund raising, a good understanding of corporate social responsibility and sustainable development issues. Liza previously worked for the Four Seasons Hotel Company, Conservation International, the Brazilian Foundation for Sustainable Development, the Kennedy Center for the Performing Arts, the National Museum of the American Indian at the Smithsonian Institution, and InSpire Invest – a Norwegian consultancy in the area of Social and Environmental Corporate Responsibility. Liza holds a Bachelor of Science degree in Hotel Administration from Cornell University.