



GBTA Global Business
Travel Association

Many Voices. One Purpose.

Being a GBTA Board member. Why and what to expect?

March 2025

About GBTA!

The Global Business Travel Association ([GBTA](https://www.gbta.org)) is the world's premier business travel and meetings trade organization headquartered in the Washington, D.C. area serving stakeholders across six continents. GBTA and its 8,500+ members represent and advocate for the \$1.48 trillion global business travel and meetings industry. GBTA and the GBTA Foundation deliver world-class education, events, research, advocacy, and media to a growing global network of more than 28,000 travel professionals and 125,000 active contacts.

For more information, visit [GBTA.org](https://www.gbta.org) and [GBTAFoundation.org](https://www.gbtafoundation.org).



GBTA commitments to the members and wider industry?

Community GBTA seeks to strengthen the bonds that hold the business travel industry together, providing opportunities for connecting at corporate and personal levels. GBTA brings buyers and suppliers together to both deepen existing relationships and form new ones. GBTA enable individuals to connect with peers, grow networks, and eventually give back to the industry – sharing their insights with peers or as mentors to future travel leaders. Being diverse, equitable and fostering an inclusive and sustainable environment is at the forefront and heart of who we are and what we do.

Learning GBTA is the hub for the business travel industry, working and collaborating to develop, grow and enhance careers and travel programs through insights and learning. Our training programs includes but is not limited to the essentials of travel management, research papers, member surveys and polls on hot topics, new ideas and initiatives as well as peer to peer think tanks. GBTA encourages industry feedback and provides a forum for members to voice and learn from each other about what is important, share perspectives, gain understanding of evolving best practices, and debate the issues that will drive the future of business travel industry.

Advocacy With members from across the world, GBTA has the privilege and duty to represent the many voices of the global business travel community across all categories. As GBTA continues to grow internationally it aspires to have a seat where key topics can be debated on behalf of our members, based on a collective consensus, on legislations, amendments and trends that affect us all, considering local nuances and specific requirements.

What is the GBTA Board Role?

The board of directors of a non-profit organization such as GBTA plays a critical governance role, overseeing the organization's strategic direction, ensuring financial health and compliance with legal and ethical standards, and safeguarding its mission and values.

Board Members are responsible for setting policies, making strategic decisions, and providing oversight and support to the executive leadership.

The board also plays a key role in advocacy and community engagement to further the organization's goals.

GBTA Board Structure

The present GBTA Board of Directors holds 16 members with a global representation:

- 2 Direct (buyer) Member Officers (President and Vice President)
- 1 Allied Leadership Council President (as voted on by members of the ALC)
- 1 US CPC (Chapter) President – as voted on by US Chapter presidents
- 4 Regional Directors (buyer) (Europe, APAC, Canada, LATAM Direct members)
- 7 At Large (global) Directors [5 Allied (supplier) and 2 Direct (buyer)]
- 1 ex-officio (no voting rights) GBTA CEO
- For more information, visit [GBTA Leadership and Team](#)

Why be a GBTA Board member?

Sustainable success for the global business travel industry depends on the "voices" and actions of diverse, innovative leaders who can navigate the opportunities and challenges ahead.

By sitting on the GBTA Board you are afforded the opportunity to make a long-term positive impact on GBTA, our members and wider industry.

If you are considering becoming a GBTA Board member, you probably have a leadership role and are already engaged in your local business travel community and therefore wish to further expand and develop both your career and personal goals, whilst giving back and making a difference with your peers and the travel industry.

Being a GBTA Board member enables you to fulfil the above aspirations as well as gaining invaluable experience and education, with the additional opportunity to network widely with fellow leaders across the travel eco-system.

What does it take to be on the GBTA Board?

Eligibility GBTA By-laws require that you must have been an **active member for a minimum of one year of service** with the association., and/or a local chapter, have been a member of another global travel organization and served as an At-Large Director.

Time commitment Typically, there are 4-5 annual Board meetings. You may also be asked to participate in global and regional conferences, along with additional 2-day meetings held in the US. While online attendance is an option, it is advisable for improved focus and engagement that you attend these meetings in person. Online meetings may extend from 3 to 6 hours.

In addition to the above, you will be required to contribute to and support with ad hoc engagements: Board committees (see next slide). Give feed back on research papers, association working documents, surveys, conference content, new ideas and initiatives, consulting, networking and representing the association as well as liaising with the GBTA team regarding, governance, budget approval and strategic direction etc.

Travel Policy GBTA Board travel will be fully reimbursed for all Board in-person meetings (transportation, room and tax and meals) except for the annual GBTA Convention. Board members **are encouraged to first seek reimbursement from their employer** organizations whenever possible. Accommodation will be provided the night before or night of the Board meeting. GBTA will generally host a group Board dinner, continental breakfast and lunch for in-person meetings.

Board Committees

As each board member has unique skills and interests, committee roles are aligned and assigned based on the best candidate and where possible to accommodate individual preference.

In deciding to be a member of the board you are committing to sustained involvement within your term, engagement, dedication with a drive to support in setting and achieving the associations strategic objectives and goals. You also agree to actively participate in meetings, industry activities and fulfil committee deliverables - always working as a collective and with a global member team driven approach.

Regular updates will be expected to be provided to the wider Board at the quarterly meetings, townhalls, and events (where applicable).

Your time commitment may vary dependent on the workload of the committee you are assigned to, as well commitment with supporting the GBTA team at the various conferences, events and educationals. However, you should expect to join your committee meeting for a minimum of 1-hour per month.

Board members are assigned to one of below 5 Committees*

Membership Attract and retain members by providing indispensable membership value and engagement. Create a personal experience, where members develop a sense of community and find value in their membership. To work in the global business travel industry, it is unthinkable not to be a member of GBTA.

Elections Committee The Elections Committee works with staff in charge of annual elections to oversee maintaining high standards and governance with regards to elections. They encourage qualified and active members to run for board positions outside of election season.

Finance/Investment Responsible for reviewing the annual operating budget, supporting the financial position of the association, and providing guidance and recommendations to the CEO and CFO as necessary to maintain the financial integrity of the organization.

Audit This committee acts works with our independent, external auditors to ensure that our association is compliant with government regulations and internal controls. They work with the finance committee and the CFO so that we complete this annual process in a timely fashion.

Education/Volunteer Ensure the relevance of professional development and volunteer opportunities for business travel professionals. Foster meaningful connections and actionable learning outcomes for members and endorse GBTA's volunteer and educational pathways.

**The Audit, Finance and Investment and Membership Board Committees are mandated by bylaws. The GBTA President may choose additional/other topics for committees.*

Want to know more about what it means to be on the Board?

Feel free to contact any of your current board members for additional information.

GBTA Board of Directors 2024 - 2025



Mark Cuschieri
President, GBTA
Executive Director
Global Head of Travel
UBS



Rosemary Maloney
Vice President, GBTA
Senior Director, Corporate
Travel
The Freeman Company



Kevin Sullivan
Treasurer, GBTA
Managing Director of Sales
(Global, National, Analytics,
Customer Success)
Southwest Business



Tammy Routh
*President, Allied Leadership
Council, GBTA*
Senior Vice President
Marriott International



Ronda Dean
CPC President, GBTA
US Travel Manager
F5, Inc.



Mike Daly
Allied Seat, At Large,
SVP
Serko



Carol Fergus
Direct Seat, At Large, GBTA
Director, Global Travel Events
and Ground Transportation
Fidelity International



Elizabeth (Liz) Oliveira
*Direct Seat, Regional
Canada, GBTA*
Global Travel Manager
OMERS



Carlos Almendros
Direct Seat, At Large, GBTA
Director Strategic Sourcing
Travel, Card & Marketing
Cisco Systems



Paulina Möller
Direct Seat, At Large, GBTA
Global Travel Leader
Ingka Group (IKEA)



Ben Park
*Direct Seat, Regional
Europe, GBTA*
Executive Director Travel &
Sustainability
Parexel



Katharine Farrell
Allied Seat, At Large, GBTA
Head of Managed Travel
Marketing
Serko



Katie Virtue
Allied Seat, At Large, GBTA
Head of Sales and Marketing
Festive Road



Peter Koh
Ex-Officio Member,
APAC, GBTA



Felipe Cardona
Ex-Officio Member,
LATAM, GBTA



Suzanne Neufang
CEO, GBTA
Ex-officio Member

