

Scott Ahlsmith, CTC
Chairman of the Board, The Travel Institute
Vice President of Global Network Solutions, Virtuoso



Scott Ahlsmith, CTC, Chairman of the Board for The Travel Institute, has a travel industry career that dates to 1972. From owning his own agency to being an expert on travel technology and distribution, Ahlsmith brings a depth of knowledge to his role as Chairman of The Travel Institute's Board of Trustees and Executive Committee that is hard to match.

It all began in 1972 when he took on what he thought was a temporary assignment for Jostens Incentive Travel. He became account executive and stayed for six years. From there, he navigated almost every aspect of the industry, owning an agency, and working in the tour operator, travel publishing and travel technology sectors.

Scott's resume points to the following stops in his travel industry tour: He was branch manager of Thomas Cook Travel; the director of sales for Cartan Tours; the director of the Electronic Edition of the Official Airline Guide; the President of Gant Travel Management; and Vice President and General Manager of TRAMS, President and CEO of Magellan Travel Group and Founder of You! The Brand and currently Vice President of Global Network Solutions for Virtuoso.

Scott came to Virtuoso to help design and guide the building of a global network suite. Scott's approach has been and will continue to be to ask probing questions, listen intently to the answers, and observe. Based on this input, Virtuoso will design, build, test, and deliver Easier + Better + Faster solutions for all the constituents within its network.

Scott graduated from Kansas University in 1972, earning degrees in journalism, education, and computer science. He has put that journalism experience to good use, having written "The Complete Idiot's Guide to the Perfect Vacation." Scott also hosted daily radio shows for Voice of America and has appeared on The Bill O'Reilly Show. Scott is an Advocate, ombudsman, evangelist, true believer, guinea pig, arbitrator, intermediary, moderator, consultant, educator, coach, customer and cheerleader.