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**Hawai'i Tourism Authority Ensures Leadership Continuity
with Acting Chief Brand and Administrative Officer Appointments**
Jadie Goo and Isaac Choy Bring Decades of Relevant Experience to Key Roles

Honolulu – The Hawai'i Tourism Authority (HTA) today underscored its commitment to operational continuity and its mission by appointing two highly experienced professionals. Ms. Jadie Goo will serve as Acting Chief Brand Officer (CBO), and Mr. Isaac Choy as Acting Chief Administrative Officer (CAO). These appointments ensure seamless advancement of HTA's strategic direction, focused on fostering a regenerative tourism model that balances economic benefits with the well-being of Hawai'i's communities, culture, and environment during this transitional period.

"Maintaining strong leadership and uninterrupted operations is required. To ensure this, I've appointed Jadie Goo and Isaac Choy to guide our brand and administrative functions," said Caroline Anderson, Interim President & CEO. "Jadie's deep knowledge in Hawai'i's major market areas and brand expertise, combined with Isaac's extensive finance and public administration background, provide the steady leadership HTA requires right now. I am confident they will effectively lead with me to achieve our mission and bring stability as we move forward."

Adding his support, HTA Board Chair Todd Apo stated, "The HTA Board unanimously recommended and approved the appointments of Jadie Goo and Isaac Choy. Their proven leadership and specific expertise – Jadie in critical brand management and Isaac in robust financial administration – are exactly what HTA needs to maintain momentum and stability. The Board will continue working with the entire leadership team to ensure HTA continues to advance its commitment to regenerative tourism."

Jadie Goo, a graduate of the University of Hawai'i, School of Travel Industry Management, brings over two decades of dedicated brand strategy and marketing experience in hospitality and tourism industry and directly from within HTA. During her tenure at HTA, she shaped and oversaw HTA's diverse marketing initiatives, including vital efforts in Asia and other international markets. Her profound understanding of the Hawaiian Islands brand ensures consistent and effective brand stewardship during this period.

Isaac Choy provides robust administrative and financial oversight, drawing on decades of high-level experience. A Certified Public Accountant with his own practice since 1983, his background is further strengthened by significant public service, including five terms in the Hawai'i State House, where he chaired the Higher Education committee. His proven leadership capabilities were also demonstrated during his tenure as controller for a local health center and most recently as Director of the Hawai'i State Department of Taxation. His accounting, auditing, and taxation expertise across public, government, and non-profit sectors ensures sound administrative management for HTA.

Ms. Goo and Mr. Choy will provide essential leadership continuity in their respective areas. Their appointments allow the HTA Board of Directors to undertake a deliberate and thorough process for recruiting and appointing a permanent President and CEO, who will subsequently fill these executive positions permanently.

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About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to mālama Hawai'i – care for our beloved home. For more information about HTA, visit hawaiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), [Threads](#), and [X](#).

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