



Santiago C. Corrada
President & CEO
Visit Tampa Bay

SANTIAGO C. CORRADA is an accomplished, recognized leader with over twenty five years of public service experience, with proven success in effectively and efficiently transforming the professional culture of many diverse institutions. His outstanding relationship building skills result in the resolution of highly complex issues through consensus. Corrada has the demonstrated ability to soundly and fiscally manage a convention center resulting in record surplus revenues. He has consistently elevated organizations to higher levels of productivity by empowering team members and stakeholders. Corrada is an intelligent, articulate, dedicated, loyal individual, driven to serve and deliver the highest, quality services.

Santiago C. Corrada officially began his position as President and Chief Executive Officer of Visit Tampa Bay in May of 2013 where he is responsible for providing oversight of all agency activities, managing day-to-day operations, and assuring a smoothly functioning, efficient organization. He serves as main spokesperson for the tourism and hospitality industry; ensures stakeholders coordinated efforts in collaboratively increasing visitation to the destination while maintaining open lines of communication with all industry stakeholders. Corrada coordinates effective marketing and sales strategies ensuring maximum return on investment. The organization has been awarded numerous marketing awards over past several years including three HSMIA Platinum Adrian Awards and most recently we were awarded two Henry Awards at Visit Florida's Flagler Award Ceremony. The Industry has experienced three consecutive record-breaking bed tax collection years.

Corrada received HSMIA's Top 25 Award for Extraordinary Minds in Hospitality, Sales and Marketing. He was also recognized as Hillsborough County's Hispanic Man of the Year in 2013.

With more than 20 years of public service and management experience, Corrada previously served as Chief of Staff for the City of Tampa. In this role, he coordinated and integrated the efforts of more than 50 City departments and divisions. In his tenure with city government, Santiago participated in bidding and hosting efforts for large meetings and groups including Super Bowl XLIII and the 2012 Republican National Convention. Additionally, during the Iorio administration, he served as Convention Center, Tourism, Recreation and Cultural Arts Administrator directly overseeing the day-to-day operations of the Tampa Convention Center, the cornerstone of Tampa's convention business.

Prior to joining the City of Tampa in 2004 as Neighborhood Services Administrator, Corrada served as the Director of Parks and Recreation for the City of Miami and spent 17 years in the Miami-Dade County School System.

His current Board Affiliations include The Florida Aquarium-Board and Executive Committee, Florida Association of Destination Marketing Organizations, Hillsborough County Hotel Motel Association-Board and Executive Committee, Outback Bowl, Straz Center for the Performing Arts, Tampa Bay History Center, Tampa Bay Hospitality Alliance Board, Tampa Bay Sports Commission, Tampa Hillsborough Film and Digital Media

Commission, Tampa Museum of Art, Tampa Theatre, Tampa's Lowry Park Zoo-Board and Executive Committee.

Corrada graduated Magna Cum Laude from the University of Miami with a Bachelor's Degree in Psychology and Exceptional Student Education as well as a Master's in Education.