



Mark S. Liberman
President and Chief Executive Officer
LA INC. The Los Angeles Convention and Visitors Bureau

Mark S. Liberman has been President and Chief Executive Officer of LA INC. The Los Angeles Convention and Visitors Bureau since June 2003.

Prior to joining LA INC., Liberman spent over 34 years with United Airlines in a variety of sales and operational positions. Based in Los Angeles since 1995, Liberman most recently was United's Vice President, North America – Western Region.

Prior to moving to Los Angeles, Liberman was Vice President - Latin America, based in Miami, Florida, where he launched United's Latin American Division in 1992. Prior to that, he was UAL's Vice President of Services Planning and Vice President of Reservations and Ticket Sales at United's world headquarters in Chicago.

Liberman serves as a Commissioner to the California Travel and Tourism Commission, and he sits on the board of the U.S. Travel Association (formerly TIA), the Los Angeles Area Chamber of Commerce, the Destination Marketing Association International (DMAI), the Alzheimer's Association, the Central City Association of Los Angeles, the California State University Hospitality Advisory Board and the Los Angeles Sports & Entertainment Commission.

Liberman is a native of New York and holds a bachelor's degree in political science from Kent State University.