

HAWAI'I VISITORS & CONVENTION BUREAU
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JAY TALWAR
Senior Vice President of Marketing
Hawai'i Visitors and Convention Bureau

Jay Talwar joined the Hawai'i Visitors and Convention Bureau (HVCB) as vice president of marketing on January 1, 2004 and was promoted to senior vice president in November 2006. He is chiefly responsible for developing marketing and branding programs for Hawai'i, with the overall objective of spurring increased travel from North America.

Talwar is very knowledgeable about the diverse workings of Hawai'i's visitor industry and has extensive experience in destination marketing for the *Islands of Hawai'i*.

Talwar initially directed a brand review which led to positioning refinements that have been communicated consistently across all marketing channels. These projects included the complete reconstruction of HVCB's GoHawaii.com website. The result was an interactive showcase of the sights, sounds, culture, and people of Hawai'i, and a dramatic improvement in its functionality and appeal for both consumers and travel industry partners.

Under his leadership, HVCB has continued to implement innovative, multi-media marketing programs that elevate national consumer and travel trade awareness of Hawai'i, and build business during the difficult off-peak travel seasons.

Before joining HVCB, Talwar served as director of account service for its advertising agency, Milici Valenti Ng Pack/DDB, where he led the HVCB account team. He provided the strategic direction for HVCB's successful marketing efforts in North America, most notably the emergency post-9/11 marketing campaign to help drive the recovery of Hawai'i's visitor industry, was a member of the DDB Worldwide strategic planning steering committee, and provided brand development and strategic planning counsel for all other major accounts held by the agency.

A 26-year marketing veteran, Talwar spent the first 12 years of his career in San Francisco before relocating to Hawai'i and has developed and executed marketing strategies for a wide range of national goods and products, including a variety of Hunt-Wesson food brands, Apple Computer, Intel and other technology firms, telecommunications, banking, and hotel accounts.

Active in community affairs, Talwar serves as co-chairman of the board for Aloha Festivals, is a member of the community board for the American Heart Association in Hawai'i, and a past president of the Sales & Marketing Executives of Honolulu.

He graduated with honors from California State University at Hayward in 1982, earning a Bachelor of Science degree in Business Administration, with an emphasis in marketing. He and his wife Carrie have a daughter and live in Honolulu.

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