

PROFILE

DAVID L. SHIELDS DEPUTY DIRECTOR OF TOURISM – MARKETING JAMAICA TOURIST BOARD

David L. Shields was appointed deputy director of tourism – marketing at the Jamaica Tourist Board in January, 2004. Known for his solid track record in designing and implementing creative marketing campaigns for the Caribbean region, Mr. Shields is responsible for marketing Jamaica’s tourism product at a global level.

Previously, Shields served as director of market development with Air Jamaica Vacations, based in Florida, where he designed powerful communications plans and initiated the analysis of demographic and psychographic profiles of consumers in major U.S.-Caribbean gateways. Earlier, as assistant director of tourism with responsibility for marketing and promotions with the Cayman Islands Department of Tourism, he managed the planning and execution of all activities relating to marketing and promoting that destination’s tourism product at both local and global levels.

“David Shields is ideally qualified for this newly created position with the JTB,” commented Paul Pennicook, director of tourism. “His creative approach to marketing sets a fast pace, which will expedite the activation of major marketing initiatives.”

David Shields was the winner of *Travel Agent Magazine’s* “Rising Star in Tourism – Destinations” award in 1998/99, which honored his contribution to the development of tourism in the Cayman Islands. He is a graduate of the University of the West Indies with a Bachelor of Science (Hons.) degree in management studies and a Master of Science degree in accounting. Shields also holds a diploma in restaurant management from the Colonel Sanders Technical Institute in Kentucky, and another in travel and tourism marketing awarded by Henry Stewart Conference Studies in London. He has completed courses in planning, creating and managing Web sites at the University of Toronto, and at the Global Knowledge Training Center in Santa Clara, CA.

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