



Carlos M. Tait-

Director of Travel Industry Sales, Latin America and the Caribbean

Carlos Tait is a very well-known and highly respected travel and tourism industry professional with over 25 years of experience. His knowledge and dedication in the international arena, along with his well-established relationships in Latin America and the Caribbean, has provided leadership and generated positive results in his current position at the Greater Miami Convention and Visitors Bureau, where he leads the Travel and Tourism Sales efforts through a network of Sales and Marketing Representatives promoting and Marketing Miami as a top travel destination.

Prior to joining the GMCVB, Tait held the position of Division Sales Manager with American Airlines and was responsible for sales and marketing activities in fourteen countries representing \$250 million in annual revenue. His responsibilities and accomplishments at American Airlines included creating impactful and successful revenue generating programs, developing high performing teams, managing multiple locations in domestic and international markets, launching new services and growing market share and profitability.

His career began in New York City... His outstanding performance and abilities were quickly recognized, leading to a series of promotions, based in part to his success in creating brand loyalty and initiating multiple community related projects in the New York/New Jersey area. His move to Miami, with Regional Commercial responsibilities in Latin America and Caribbean, eventually led to the expertise in those markets that currently are the Hallmark of his career and the essence of his work with the Greater Miami Convention and Visitor Bureau.

Tait holds a degree in Marketing from the City University of New York – Baruch College. He is fully bilingual in English and Spanish and while he is quick to claim Miami as his hometown, he is a product of what he refers to as “The Tremendous Training Triangle”.... Cuba, New York and Miami which accurately describes his background by Birth, Upbringing and Bright past and future in the Travel and Tourism industry.