

# ED SALVATO, MBA

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**Lecturer in Marketing at University of Texas at Austin's McCombs School of Business (NYC Center); adjunct professor of marketing at Jonathan M. Tisch Center for Hospitality and Tourism at New York University, School of Professional Studies, and experience with in-person, synchronous, and blended modalities. Excellent teaching and communications skills.**

**Educator, marketing specialist, professional public speaker, published author, hospitality trainer, entrepreneur, DEI expert and global expert in hospitality and tourism marketing. Deep experience with segmentation and targeting, consumer insights (market research), B2B marketing (sponsorships, advertisers, clients), consumer communications, global marketing, content marketing. Highly respected global expert in LGBTQ tourism & hospitality marketing.**

## EDUCATION

**Master of Business Administration, (MBA) D'Amore-McKim School of Business, Northeastern University, Boston, MA (1992) with a focus on marketing research including for-credit internship in market segmentation and consumer insights at the former Banca Sanpaulo, an Italian bank headquartered in Paris.**

**Bachelor of Arts, Applied Mathematics & Economics, Harvard College, Cambridge, MA (1984).**

## PUBLISHED

- Co-author of the *Handbook of LGBT Tourism & Hospitality Marketing: A Guide for Business Practice*; Harrington Park Press; distributed by Columbia University Press; May 2017
- Editorial director the *Out Traveler Guides* (Hawaii, South Florida, Atlanta, and New York City); Alyson Books; 2008

## TEACHING EXPERIENCE

### UNIVERSITY OF TEXAS AT AUSTIN'S UTNY PROGRAM WITHIN MCCOMBS SCHOOL OF BUSINESS

**New York, NY, January 2021 – Present**

#### Lecturer

- Foundations of Marketing (in person) spring, summer and fall

### NEW YORK UNIVERSITY, SCHOOL OF PROFESSIONAL STUDIES

**Jonathan M. Tisch Center for Hospitality and Tourism, January 2020 – Present**

#### Adjunct instructor in marketing

- Diversity, Equity and Inclusion (DEI) for Hospitality and Tourism. (*I proposed and developed this class, which began January 2023.*)
- Trends in Travel and Tourism (formerly Emerging Issues in International Tourism)
- Creative Community Tourism Development (formerly Tourism Product Development)
- Customer Relationship Management

- Hospitality and Tourism Sales & Marketing
- The Travel and Tourism System (formerly Tourism Principles and Practices)

### Select guest lectures

- Presentation on importance of diversity, equity and inclusion in hospitality; Arizona State University, scheduled, November 2022
- Presentation on creating a travel media brand; Professor Steve Brister, University of Texas at Austin, April 2022
- Presentation on brands successfully catering to the LGBTQ travel segment; Professor Nick Naumov, University of Northampton (U.K.), Feb 2022
- Presentations on inclusive hospitality and tourism, hospitality, events and sports marketing to undergraduate class for Professor Debra Blair at Temple University, School of Sport, Tourism & Hospitality Marketing, 2012, 2016 & 2020
- Presentation on leading brands successfully catering to the LGBTQ travel segment; Professor Richie Karaburun's Brand Marketing class; June 2020
- Presentation on diversity, equity and inclusion when planning public relations campaigns; Professor Pierre Gervois's class on Public Relations; April 2020, Feb 2022
- Presentation on and discussion of destination marketing to diverse travel segments. Professor Richie Karaburun's Destination Marketing Master Class; December 2017
- Fireside chat presentation: "LGBT tourism & hospitality marketing, an overview"; November 2017
- Discussion of diversity tourism and how it fits into the topic of Sustainable Tourism in relation to the Agenda 2030 Sustainable Development Goals-including Goal #5 Gender Equality; Master's class with Professor Tracey Ann Coleman; November 2017

### Chief Advisor

- Master's candidates' capstone project in LGBTQ tourism marketing & Covid recovery at Tisch Center of Hospitality and Tourism. Spring 2021
- Advisor, master's candidate's research project in LGBTQ tourism. Spring 2021
- Master's candidates' "Barracuda Tank" project in Business Development III at Tisch Center of Hospitality and Tourism to create a new hotel concept in New York City. Spring 2020

### Areas of expertise and interest in teaching:

- Marketing
  - Target Marketing & Segmentation
  - Consumer Insights/Market Research
  - B2B marketing (sponsors, advertisers, clients)
  - Consumer Communications
  - Global Marketing
  - Content Marketing
  - Integrated Marketing/Communications
  - Customer Relationship Management
  - Hospitality, Tourism, Events, & Sports, Sales & Marketing
  - Events, & Sports, Sales & Marketing
  - Brand Management
  - PR/Communications
- Tourism principles and practices
- Trends in Tourism & Hospitality

- Inclusive Hospitality
- Sensitivity and sales training for diverse markets
- LGBTQ Tourism & Hospitality Marketing and Travel Safety

### **Domestic/international B2B Speaking Invitations and trainings conducted**

- Leadership talk for 20 executive MBA students attending BI Norwegian Business School/Austral 20 executive MBA candidates, May 2022
- Moderator of the 18th-Annual Grossinger-Bergman Distinguished Lecturer Series in Travel and Tourism featuring TripAdvisor CEO Steve Kaufer, March 2022
- THRIVE: Connect, Las Vegas (in person), September 2021
- Travel & Adventure Virtual LGBTQ Travel Show; emcee and moderator of keynote panel. June 2021
- Delivered HospitableMe inclusive hospitality training in French, April 2021
- ITB Berlin 2021, presenting on diverse marketing (virtual, March 2021)
- THRIVE: Connect, November 2020, Orlando (in person)
- PROUD Experiences keynote address, (NYC, scheduled June 2022; NYC, June 2019; London, June 2018)
- PCMA Online; preparing for events in the Covid era (October 2020)
- WYSTC Online, diversity marketing (October 2020)
- PCMA; diversity marketing (January 2020)
- ITB Berlin 2019, emcee of LGBTQ program (March 2019)
- ITB Berlin 2019, presentation on LGBTQ sensitivity training (March 2019)
- Illinois Governor's Council to provide seminar on sensitivity and sales training for hospitality businesses. (February 2019)
- Illinois Governor's Council to advise participants on successfully targeting diverse travel segments. (February 2018)
- International Gay & Lesbian Travel Association (IGLTA); I've spoken at most of the 17 conferences I attended in various locations (1998-present)
- Community Marketing Inc. (CMI); I've spoken at many of their annual events in Las Vegas and Ft. Lauderdale, between which the convention varies annually. (2009-present).
- New York City LGBT week. I've spoken at this annual event once (2014).
- Illinois Governor's Council to advise participants on successfully targeting diverse segments. (February 2018)
- GNetworks annual LGBT travel convention in Buenos Aires. Keynote speaker (August 2012)
- Vermont's Governor's Council to advise participants on successfully targeting diverse travel segments. (August 2011)
- Prince Edward Island Governor's Advisory Board and provincial Chamber of Commerce on forming a marketing plan for diverse markets in the face of conservative resistance. (November 2010)

### **Travel Shows**

- Organized first-ever LGBTQ Travel Pavilion at the New York Travel & Adventure Show, spring 2022
- Organized first, second and third LGBTQ Travel Pavilion at the NY Times Travel Show (the most recent in January 2020, which was the largest such pavilion ever with 29 partners, a dedicated stage and other experiential spaces spread over 5,000 square feet.

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- Created the first-ever LGBTQ Travel Pavilion at the Los Angeles Travel & Adventure Show (February 2018)

### **PROFESSIONAL EXPERIENCE**

#### **ED SALVATO LGBTQ MARKETING SPECIALIST – [www.edsalvato.com](http://www.edsalvato.com), New York, NY Oct 2009-present**

Tourism and hospitality marketing expert, trainer, public speaker, published author and instructor at New York University, I'm best known for helping clients in tourism and hospitality understand; authentically market to; and confidently serve the lucrative LGBTQ travel segment.

#### **HOSPITABLE.ME – [www.hospitable.me](http://www.hospitable.me), New York, NY                      April 2017 – February 2020**

**Co-founder** – Marketing strategy. Planned and executed sensitivity and sales training for customer-facing staff for hospitality companies and insurance providers. Since 2017 we trained over 2,000 customer-facing hospitality staff from over 25 countries (including in some where homosexuality is criminalized, marginalized, misunderstood or ignored) on two continents. (*I continue to work as a trainer on contract and recently have conducted 70-minute live training sessions in French.*)

#### **MANABOUTWORLD – [www.manaboutworld.com](http://www.manaboutworld.com), New York, NY                      January 2012-February 2020**

**Co-founder** - Conceptualized and oversaw the content strategy for ManAboutWorld across its various platforms including the magazine, travel guides and social media platforms. ManAboutWorld was built for smart phones and tablets only; no trees were killed in the production of this spiffy publication.

#### **ATLANTIC CITY ALLIANCE – [www.doac.com](http://www.doac.com), Atlantic City, NJ                      Dec 2012-Dec 2013**

**Director of Integrated Marketing.** Responsible for the creation of compelling content to get people to “do AC” including text, images, and videos. Oversaw a network of contract videographers, photographers, and writers. Worked closely with our social media manager and marketing team. Conceived and managed activations in key markets (New York City and Philadelphia). I was also the unofficial “Miss America whisperer,” responsible for deploying Miss America (crowned annually in Atlantic City) to key markets to promote the destination.

#### **OUTTHINK PARTNERS – [www.outthinkpartners.com](http://www.outthinkpartners.com), New York, NY Oct 2008-Oct 2009**

**Director** – Marketing, communications and content strategies as well as other key account management activities at OutThink Partners and oversaw the firm's New York presence.

#### **TRINITY COMMUNICATIONS – Boston, MA 1996-1998**

**Director of marketing research**

#### **ATLANTIC MARKETING RESEARCH – Boston, MA 1994-1996**

**Director of marketing research**

#### **CAMBRIDGE SAVINGS BANK – Cambridge, MA 1992-1994**

**Director of marketing research**

### **OTHER WORK EXPERIENCE**

- Contributor, ManAboutWorld, (2020-2022)

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- Contributor, Island Magazine (Fort Lauderdale), 2020-present
- Editor in chief, Out Traveler, the world's largest gay travel magazine (2004-2009)
- Travel editor, Out Magazine (2004-2009)
- Travel editor, Advocate Magazine (2004-2009)
- Travel editor Gay.com/travel, PlanetOut.com/travel (2000-2004)
- Editor in chief, OUT & ABOUT gay travel newsletter (1999-2004)
- On-air radio personality for numerous radio shows including Derek & Romaine, Proud Radio and many more. (2000-present)
- Several market research positions after graduating from business school but before finding my true calling (1992-1998)

### PROFESSIONAL AFFILIATIONS & BOARD/COMMITTEE WORK

- Board member of Aequalitas Media Group (April 2020-present)
- IGLTA. Member since 1998 and on board of directors 6 years (2010-2016); served as treasurer and on executive committee for 5 years. (2011-2016).
- IGLTA Foundation. Board member January 2014-December 2014.
- New York Travel Writers Association since 2006.
- President of my condo association in NYC since 2010.

### Firsts

- Organized first-ever LGBTQ Travel Pavilion at the New York Travel and Adventure Show (2022).
- Organized first-ever LGBTQ Travel Pavilion at the New York Times Travel Show (2018).
- Organized first-ever LGBTQ Travel Pavilion at the LA Travel & Adventure Show (2018).
- Organized first-ever LGBTQ travel safety Twitter Chat with U.S. State Department (2016)
  - We hold these semi-annually and they are the largest chats by the USSD.
- First on-air LGBT travel expert on Sirius/XM Radio (2012).
- Launched first-ever PlanetOut Travel Awards at the IGLTA annual conference (May 2006).

### Select articles I've written

- [Best Prides in Europe](#), May 2022
- [LGBTQ Travelers to the rescue](#), June 2021
- [The Future of Queer Travel is Intentional, Inclusive — and Happening Now](#), TripAdvisor Articles, June 2021
- [9 US destinations where you can celebrate Pride this year](#), Business Insider, June 2021
- [Travelers are ready to explore](#). USA Today, May 2021
- [Manhattan Island: Plan a cross-cultural weekend in a city without equal](#), Island Magazine, May 2021

### Select articles I'm quoted in as travel expert

- [What is the Future of LGBTQ Travel?](#) Travel Pulse. June 2020
- [Hospitality School 2020 Graduates Confront an Evaporated Hotel Jobs Market](#), April 2020
- [Why the LGBTQ Community May Be the First To Travel Again](#), Skift, May 2020
- [Hospitality School 2020 Graduates Confront an Evaporated Hotel Jobs Market](#), Skift, April 2020
- [LGBTQ Is a Growing Market for Travel Industry](#); June 2019

