



Donovan White

Mr. Donovan White was appointed director of tourism, effective 2018 February 15. Mr. White brings to the Jamaica Tourist Board (JTB) over 20 years of experience as a senior executive in marketing and business development.

White is a solution-driven leader, with a track record of achieving positive business outcomes through building and leveraging strategic relationships, building winning teams and facilitating transformation across multiple industries, including media, telecoms, advertising and technology. He has a solid background in marketing, digital media and business development and is keen to build on the successes of the Board, while leveraging existing industry relationships to help the JTB expand its global reach.

Prior to joining the JTB, Mr. White served as Vice President of Cable & Wireless Business, Jamaica, where he consistently achieved double-digit growth in revenue throughout his tenure. Before that, Mr. White served as Vice President, Marketing, Sales & Media Services at Columbus Communications Jamaica Limited (FLOW), leading commercial teams to deliver revenue growth.

Other positions held by Mr. White include General Manager of Caledonia Outdoor Advertising Limited, and at the Digicel Group Limited, where he served as Marketing Director for Jamaica, Guyana and the Northern OECs countries. He also served as Vice President, Sales & Marketing, CVM Communications Group Limited.

He is the consummate volunteer, serving several public and private sector boards, including the School of Computing & Information Technology (University of Technology), the Jamaica Chamber of Commerce and the Private Sector Organization of Jamaica.

An avid sportsman, White won many medals at the annual National Boy's Championship during his secondary school years. Currently, he is a Director of the Premier League Clubs Association and Co-chair of the Marketing Sub-committee of the Jamaica Football Federation.

Donovan White is a graduate of the University of New Orleans where he earned an undergraduate degree in Marketing, followed by Executive MBA from the Telecoms Academy in the United Kingdom. He is committed to excellence, respect for others, communication, teamwork, accountability and honesty.

Contact data

Donovan White

Director of Tourism
Jamaica Tourist Board

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



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SPEAKERS



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Event

[AI Meets Paradise: How Jamaica Boosts Tourism Using State Of The Art Technologies](#)

Friday, March 6, 2020, 15.30 - 16.00

Hall 6.1, eTravel Stage

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