



## Cara Frank

Not surprising for a two-time Ironman finisher, the idea of 'take it easy' never held much appeal for Cara. By 25, she'd worked her way up from convention services manager to Director of Convention Services & Sports Sales at the Greater Madison CVB — experience and perspective she transferred to Simpleview in 2008.

As the Vice President of Marketing, Cara loves that she has not just a DMO point of view, but also perspective from every department within our company through working with them on their sales and marketing goals. Along with the opportunity to help grow and shape the Simpleview brand, that interaction with people from across the organization is one of the high points of her job. Cara extends her thought leadership in the industry and passion for travel serving on the Destinations International Association Board and board of directors for Meeting Mean Business.

Cara travels often for work, and the destinations at the top of her wish list are Tahiti and Australia. Her favorite travel companion is her husband, Michael, and they're both looking forward to exploring the world more with their sons Eli and Beckett.

## Contact data

### Cara Frank

Vice President of Marketing



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## Event

[3rd EDITION: GENDER EQUALITY IN TOURISM: Female Leadership in Travel Technology – why not?](#)

Thursday, March 5, 2020, 13.00 - 13.30

Palais am Funkturm, ITB Convention Awards

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020

