

Anna Domingo

A partner in [Loop](#) for the tourism field and in charge of its Dubai office, Loop is engaged in defining new business models that branch out into new categories of products and services. Anna's previous professional experience lies in directing integrated marketing and communication strategies for facilities and destinations in Cabo Verde, Dubai and Abu Dhabi with Padzzle. One of the highlights of her career was her time spent in New York directing the Empire State Building's Marketing Department and later that of the Rockefeller Center, re-opening the observatory. She played an active role in giving these amenities and destinations a direction through design. Her innovative ideas for ensuring a satisfying experience for future users achieved balance in their final delivery and preserved the essence of these unique buildings and destinations. She also jointly led the drive to revitalize tourism following 9/11 in liaison with the New York City Convention Bureau and organizations such as the MOMA, Grand Central Station and Lincoln Center.

Barcelona is the place Anna calls home but she is truly a "world citizen", holding a Master's in Integrated Marketing Communication and journalism from Boston's Emerson College. She's lived, worked and travelled throughout the 5 continents and has been exposed to so much diversity that she has an exceptionally broad, transversal vision and the necessary depth of understanding to develop strategies at international level. Her earliest professional experience was in tourism, particularly with cruise operators – brands including Royal Caribbean, Celebrity Cruises and Silversea. Anna also writes a monthly column in a variety of publications on marketing, branding and innovation. International speaker and seminar leader in venues as far-flung as New York, Peru, London and Spain.