

Wendy W.

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For the past six years, I have been an Academic Professor at Seneca College for the Faculty of Business, School of Hospitality Tourism Program and holding a Bachelor of Arts degree in English from Wilfrid Laurier University and certifications from AHLEI, CLIA, AODA, IASR and OHRC.

I have over 30+ years' experience in Marketing and Sales, Arts, Culture and Tourism, Special Events and Communications having held Director and Management positions at Cullen Gardens & Miniature Village, Cullen Country Barns, Orlando Corporation, Casa Loma and the City of Markham Flato Markham Theatre.

I have also travelled extensively throughout Canada, the United States and internationally represented the tourism industry at NTA, ABA, OMCA and Rendezvous Canada. With a passion for this industry I was previously the VP of the Attraction Committee at Tourism Toronto (Destination Toronto) and has also volunteered on the Program Advisory Committee Board for Seneca College- SoHT, Markham Board of Trade and the Tri Mentoring Program at Ryerson University.

Some of my favourite courses to teach have included: Business Development Management, Career Strategies, Meetings and Incentives, Event Planning, Service Leadership, Services Marketing and Professional Presentation Skills.

I have been focusing on the integration of virtual reality into my academic teaching and looking forward to meeting students virtually and again in person on campus.

tags : faculty