

# 2021 Judging Panel Member



## Liz Ward

### Co-founder and CEO/ Navii Digital and Tourism Tribe

Liz has a passion for the tourism industry and the growth that comes from adoption of innovative technologies and digital capacity building. Through her company Digital Coaching International (DCI) and the Tourism Tribe online learning hub, Liz is delivering projects to benefit destinations and the thousands of businesses, attractions and events that make up the tourism industry.

Under Liz's leadership the ATDW advanced into the recognised digital marketing platform for the Australian tourism industry. ATDW delivers competitive advantage for Australia by providing government and industry with collaborative content and technology services to support distribution and industry education.

Liz led the development of multiple iterations of ATDW's forward business and digital strategies. Most recently Liz supported its Government shareholders through a major evolution of the business to embrace a new strategic approach that will provide further benefit to the Australian tourism industry.

Liz played a key role in the design and development of the National Online Strategy for Tourism (a Tourism 2020 initiative) and has a long list of successful digital marketing innovations and implementations to her credit. These projects have spanned 20 years since the early days of Web 1.0 to today's Semantic technology environment.

Liz holds an Advanced Diploma in Business from University of Southern Queensland and is a Fellow of both the Australian Institute of Company Directors and Australian Institute of Management. Liz is a director on several boards, including Tourism and Events Queensland.

Liz is a passionate mentor for women, helping many young women to achieve their dreams.

