



Diana Plazas-Trowbridge

Senior Vice President & Global Brand Leader – Select Brands
Marriott International

Bilingual and multi-cultural professional with nearly 20 years of experience in the global hospitality industry, leading teams and transformation efforts, always with a focus on driving performance. Passionate about brands, innovation and growth. Constant learner, engaging speaker and dedicated mentor. Executive Chair for the Hispanic ARG at Marriott International.

Since joining Marriott in 2015 as Vice President of Brand, Marketing, and Digital for the Caribbean and Latin America, Diana has led the field and digital marketing organization for the region in a full transformation that still remains focused in approach today. In 2018, she established a new Owner and Franchise Relations organization designed to support franchisees and their hotels across the more than 30 countries where the company has hotels. Her efforts have led to stronger results across the franchise portfolio in several important metrics, as well as relationship strengthening. She most recently held the role of Chief Sales and Marketing Officer for the CALA region, where she was responsible for the commercial and customer strategy for the nearly 500 hotels across 35+ countries and territories.

Diana has been a key strategic leader on the launch of the All-Inclusive by Marriott Bonvoy platform, where she worked across disciplines such as Digital, Loyalty, Brand and Sales, to where it successfully sits today with close to 30 hotels in operation and many more in the pipeline. She most recently formed part of the leadership team that worked on the acquisition and integration of the City Express by Marriott brand, as well as the entry into the midscale segment for the company.

She is on the advisory board for Women Leading Travel & Hospitality, as well as with Comic Kids, an organization dedicated to bringing the arts to underserved communities.