



## LEADERSHIP.

### **Scott Nisbet, President and Chief Executive Officer**

Scott Nisbet's experience is as diverse as the tours his company offers. Working in industries that range from corporate finance to packaged goods to transportation, Nisbet acquired a keen business sense and a broad perspective on sales and marketing that has led to his success today. In 1998, Nisbet joined Group Voyagers, Inc. (GVI), the privately held company that markets and sells the Globus family of brands within the United States. Nisbet started as vice president of sales and marketing and later moved up to chief operating officer. And, in 2009, he stepped into the role of president and chief executive officer for the company. Under his leadership, GVI has significantly increased sales and expanded its product lines under the Globus, Cosmos, Monograms and Avalon Waterways brands.



Nisbet embarked on his varied career in New York as a financial analyst for Kidder Peabody. He then transferred to London, England, as an associate, where his duties included international mergers and acquisitions.

In 1990, Nisbet earned an MBA from the prestigious Harvard Business School and joined General Mills as a business strategist in the strategic planning department. While at General Mills, he was responsible for new business ventures and helped the company's international expansion in the snack and cereal markets. His next career stop found him as the director of marketing at Ryder, the global transportation company. In 1995, Nisbet and his staff won an Effie Award in promotional advertising, as well as an award from the White House for a partnership with the U.S. Postal Service.

Prior to receiving his MBA, Nisbet earned his undergraduate degree in political science from Colorado College. He lives in Denver, Colo., with his wife and their three children.



### **Steve Born, Vice President of Marketing**

Steve Born is vice president of marketing for Group Voyagers, the company that markets and sells the Globus family of brands (Avalon Waterways, Globus, Cosmos and Monograms) within the United States.

Born began his marketing career outside the travel industry more than 20 years ago and now is responsible for guiding all marketing and call center initiatives for the Globus family. He spends his days bringing consumers the experience of travel--one of his true passions--and he could not be happier. A self-proclaimed people person, Born thrives on the daily interactions he has with travel industry colleagues, as well as with his staff--a group of individuals he fondly compares to NASA engineers. With the help of this "rocket science" crew, Born has helped grow the Globus family from two to four brands, including the introduction of Monograms and Avalon Waterways.

Prior to joining the company, Born worked as vice president at Karsh and Hagan Communications, Inc., in Denver, Colo., overseeing the account services department. Born received a B.A. in advertising from the University of Colorado at Boulder, where he graduated cum laude.

When not "talking travel," he and his wife spend their time coaching and chasing their two children (and their buddies), engaged in every sport known to man, around the Denver area.



**Paula Hayes, Vice President of Sales**

Paula Hayes' interest in and passion for travel ignited in high school when she participated in a foreign exchange program in Guatemala. And, it's this passion for travel that has driven her career in tourism.

Paula began her career with a Caribbean/South American tour operator. Initially hired to translate hotel contracts, she quickly moved through the ranks and eventually left the organization as director of sales. Since that time, she has become a well-respected leader in the travel industry and boasts a long history of stellar sales experience in resort, cruise and global tour operations with such companies as SuperClubs and Club Med.

Throughout her career, Paula has received several accolades. Among them is recognition as one of the "Most Powerful Women in Travel" for seven consecutive years by *Travel Agent*.

Now, in her role as the Globus family of brands' vice president of sales, Paula is responsible for managing all facets of the company's sales operations, including creating and leading the company's sales and marketing strategies and supervising its national sales team.

Paula is an active member of ASTA's Allied Marketing Committee as well as the North American Tourism Council, French Affairs. When she's not working, she and her husband enjoy an active, outdoor lifestyle.

## **Pam Hoffee, Vice President of Product and Operations**

For Pam Hoffee, travel seems to run in the family, at least when it comes to career choice. The daughter of an Air Force father, Hoffee yearned to travel the world just as her father did. Raised in a suburb of Denver, Colo., Hoffee grew up hearing her father tell stories of exotic locales. It was not, however, until she accepted a summer internship aboard a World Explorer Alaskan cruise ship, that she got her first taste of travel. This summer internship led to an eight-year stint as the manager of the cruise line's shore excursion department, where Hoffee designed and implemented land tours. During these years she had the opportunity to sail around the world twice with Semester at Sea overseeing the field office. When it came time to "jump ship," Hoffee transferred to the company's corporate offices in San Francisco where she was named director of operations.



As director of operations, Hoffee created several new itineraries for the cruise line including a Panama Canal program. Her favorite part of the job was creating meaningful experiences between the ship's passengers and locals. During one particular Christmastime cruise, Hoffee organized a holiday party onboard the ship for local children while the ship was docked in Guatemala. The passengers and cruise line donated so many gifts that the small town was overwhelmed with presents.

A desire to return to her native Colorado brought Hoffee to Group Voyagers, Inc. (GVI) in September 2003. Hoffee initially managed the product development department responsible for all aspects of tour planning and brochure production for North America, Central and South America, the South Pacific and Asia. This experience afforded her the opportunity to be part of the planning of many memorable vacations for the company's passengers around the world.

In 2005, Hoffee was named vice president of product and operations for the Globus family of brands, a position that oversees the development, operations, inventory, and air travel teams. Hoffee also is an active member in the National Tour Association (NTA) and the United States Tour Operators Association (USTOA).

Out of all of her travels, Hoffee lists Cambodia, the Galápagos Islands and Jordan among her top destinations, although she enjoys just about every place she visits!