

kate rice

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Prize-winning travel industry technology reporter, webcaster and blogger
Activist with strong skills in community development, organizing and fundraising.

education

Columbia University, MS, Journalism
University of Wisconsin - Madison, BA, Journalism

experience

REFUGEE RESETTLEMENT COORDINATOR – 2015 TO PRESENT

Charter member of B'nai Jeshurun Refugee committee and member of Rutgers Presbyterian Refugee Task Force. Organize volunteers into cohesive teams providing support services to newly arrived refugees, direct fundraising campaigns and generate news coverage in regional and national media.

ACCOUNT EXECUTIVE, YOUVISIT – 2015-2016

Introduced virtual reality as innovative marketing tool to destinations, hotels, resorts and tour operators. Excelled at writing marketing emails with high open rates and attracting top travel companies.

SENIOR EDITOR, TRAVEL WEEKLY – 2012-2015

Covered travel retailers, marketing, technology and distribution for industry leader *Travel Weekly*, regularly featured on Page One, stories were often among the top five read or emailed on TravelWeekly.com. Regularly produced videos about travel and travel agents.

EXECUTIVE EDITOR, TRAVALLIANCE – 2005-2012

Covered retailing, marketing, airlines for print and online publications at TravAlliance; regularly produced news and videos that generated high viewer counts.

MARKETING MANAGER, SOUTH AFRICAN TOURISM – 2005

Contributed to planning and executing public relations events and marketing programs for South African Tourism. Acted as media liaison.

DIRECTOR, INFORMATION SERVICES, PHOCUSWRIGHT – 2000-2001

Wrote groundbreaking reports on travel and technology for PhoCusWright. Contributed to strategy and consulting sessions with clients and delivered industry presentations. Quoted in The New York

Times, The Wall Street Journal, The New York Daily News, and USA Today, among others.

SENIOR EDITOR, TOUR & TRAVEL NEWS, 1995 - 2000

Covered retailing, technology, hotels and airlines with heavy focus on GDSs and the development of online travel.

FREELANCER, 1995 TO 2005

Built successful freelance business while working full time, telling travel stories in special advertising sections in *The New York Times*, *Travel + Leisure*, *The New Yorker*, *The Wall Street Journal*, American Express Publishing and others. Wrote lifestyle series for ABCNews.com. Wrote *Niche Market Specialist-Skiing* for The Travel Institute.

accomplishments

Author of
"How the Refugee Crisis Unites Americans:
The Untold Story of the Grassroots Movement Shattering Our Red and Blue Silos"

ASTA Travel Journalist of the Year 2015

Eddie Award: Winner: B-2-B Single Article for Travel: The War on Human Trafficking,
Travel Weekly, May 2014

American Society of Business Publication Editors Azbee Award Winner: The War on Human Trafficking,
Travel Weekly, May 2014

volunteer work

Political organizer for Empire State Indivisible, recruiting volunteers, setting up meeting venues, assisting in collecting signatures, phone banking, canvassing and voter registration.

Led grass roots movement to oppose and then work with frac sand mines in rural West Central Wisconsin. Created website, used social media and direct mail to mobilize hundreds of residents. Kept locals up-to-date on regulatory developments balancing commercial needs of sand mine operators while protecting land, water and air.

Co-chair of team raising record-breaking \$250,000 for nursery school fundraiser, coordinating committees responsible for finance, food, activities and entertainment.

Class parent, jack-of-all trades volunteer at multiple schools.

hobbies

Running, skiing, yoga, surfing, reading, singing with a rock'n roll band, spending time with family

