

Natalie Jamieson

Natalie is passionate about the unique opportunities and challenges city DMOs face. Prior to joining Zartico, Natalie spent 6 years at Visit Baltimore, most recently as their Director of Destination & Business Intelligence where she led with a data-first approach. Working closely with the Convention Sales & Service team, Natalie found herself in awe of the impact convention business can have on a community such as Baltimore. While jobs, taxes and the total economic impact of this business remain critical to monitor, Natalie believes DMOs need to shift their focus from monitoring to optimizing their unique data sources. Often, the DMO is the only one in the community that has the data, and therefore the power, to look at business holistically.

During her time in Baltimore Natalie was inspired by how often community stakeholders looked to the DMO for answers to their most-pressing economic development projects. Natalie believes DMOs will be called to the table for these conversations more than ever over the next decade.