

Sandra Howard**Vice Minister of Tourism, Colombia**

She graduated as a journalist and social communicator and specialized in Cultural Administration Management at the University of the North and Lyon II, France. She has worked in the media in Colombia and South Florida, USA. Her career in public administration began as Director of the Mixed Fund for Culture of San Andres and Providencia for seven years. She was Secretary of Education and Culture and on several occasions was in charge of the Government. After 10 years in the United States, she returned to Colombia where she was Regional Manager of Caracol Radio for 3 years, until her appointment by President Santos as Vice Minister of Tourism of Colombia, in October 2013. Since then, her commitment to the promotion of sustainable tourism in a competitive environment based on the valuation of Colombia's natural and cultural heritage has been her priority.