



DEB TRAVIS ARCHER, CDME

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ABOUT DEB

Deb Archer is a nationally recognized leader and advocate for the travel and tourism industry. She believes in the value of the visitor economy and the role visitors play in local and national economic vitality. She is known for her strategic and big-picture thinking.

During her 26 year tenure as CEO of Destination Madison (formerly the Greater Madison Convention & Visitors Bureau (GMCVB)) and the Madison Area Sports Commission (MASC), Madison WI evolved into a prominent position as a destination for conventions, sports events and leisure travel.

Under her leadership, Destination Madison became a leading community asset and recognized as a model Destination Management Organization (DMO).

Among Archer's accomplishments at Destination Madison, the organization was recognized as Wisconsin's Most Helpful CVB, MASC was named National Sports Commission of the Year and both were recognized with statewide Trailblazer awards for innovative marketing initiatives. She led the organization to be named one of the first DMO's with Destination International's DMAP accreditation (Destination Management Accreditation Program). Other highlights of Archer's tenure included luring and securing multi, long-term contracts with Ironman (full Ironman and 70.3) and CrossFit, the creation and staging of the highly successful Bucky on Parade and hosting events including the US Conference of Mayors, the World Stem Cell Summit and Congress for the New Urbanism.

In addition, Destination Madison was recognized twice by Downtown Madison Inc (DMI) with its Community Asset Award.

During her tenure with Destination Madison, Archer was recognized as the Sales & Marketing Executive of the Year, In Business' Women of Industry and Most Admired Leaders, Madison Magazine's Most Influential People of the Decade, MSU School of Hospitality Alumni Honoree and the WI Governor's Tourism Legacy Award.

Deb puts her energy and commitment willingly into her community and profession. Her current professional and community service includes: UW Medical Foundation Board, American Family Children's Hospital Advisory Board, Badger Air Community Council, Rotary Club of Madison Board, Destination International's accreditation (CDME) Board and WI Governor's Council on Tourism. She serves as lead faculty for CDME core course on Advocacy and Community Relations. She is former Chair of WI Governor's Council on Tourism, Destination Wisconsin, Destination International's Foundation and, served on the association's Board of Directors and multiple committees.

Before coming to Madison, Archer was with the Kansas City CVB and Executive Director of the Park City Utah CVB/Chamber of Commerce. She is a native of Libertyville, Ill and graduate of Michigan State University's School of Hospitality and Tourism.

Deb enjoys alone time walking in nature, swimming and reading non-fiction. She also enjoys shooting landscape photos, attending college sports events, driving her VW convertible on warm days, traveling and, time with her family - especially her daughter and granddaughter who reside in the Twin Cities. She resides in the hills outside Madison with her husband, Dean, their beloved Jack Russell terrier, Patch and, escapes from part of Wisconsin's winter in Phoenix.