



Lindsey Berg

***Area Director of Travel Industry Sales
Joie de Vivre Hotels***

Lindsey has over 15 years of experience in the hotel industry, starting her career in 2000 as a Front Desk agent while obtaining her Bachelor's Degree in Hospitality and Tourism Management from San Diego State University. Upon graduation, she was recruited by Hilton Worldwide for their Leader-in-Training program. Lindsey grew her career with Hilton, holding positions as an Event Manager in Beverly Hills and then relocating to Chicago to represent six hotels as a Business Travel Sales Manager at the Hiltons of Chicago sales cluster. She then grew her transient experience in the Luxury market at The Peninsula Chicago, a 5 star/5 Diamond property on Chicago's Magnificent Mile.

The Bay Area was calling Lindsey home and she moved into the boutique space with Kimpton Hotels as a Senior Sales Manager at The Sir Francis Drake in San Francisco in 2011. Within a year and a half, she was promoted to City Director of Business Travel Sales, managing the segment for Kimpton's nine San Francisco Hotels. In addition, she was an extension of the Global Sales team, serving as the primary contact for 10 key accounts based in the Bay Area. Lindsey joined the JDV family in January of 2016 as the Director of Sales for Hotel Rex and after six months, took on the additional role of Director of Business Travel Sales at The Marker.

Lindsey was recently promoted to Area Director of Travel Industry Hotels for Joie de Vivre Hotels of San Francisco, overseeing Business and Leisure travel for the Hotel Vitale, Galleria Park Hotel, The Marker and Hotel Kabuki.

Lindsey has been an active member of the Bay Area Business Travel Association since 2011 and is currently on the Board of Director as the VP of Treasury.