

Natasha Kefala was born in Athens. She studied Hotel Management at the Technological Education Institute (TEI) of Athens. Before ending her studies she had already started working as a Tour Leader for Manos Travel. She joined Hospitality Marketing Concepts (HMC), an international hotel marketing consultancy firm based in California, and for 12 years she served first as their Operations and then Sales & Marketing Manager responsible for Eastern Mediterranean region. She has collaborated with individual hotels and hotel chains, such as Le Meridien, Swissotel, Ciragan Palace Kempinski, Sheraton etc. HMC was followed by Hilton Athens where she was appointed as Director of Sales, personally handling the two major markets of UK and USA. She has joined ATEDCO (Athens Tourism & Economic Development Company) in April 2009 as Business Development Manager of the Athens Convention Bureau.