



**Denise Thevenot**

*Executive Director*

*Louisiana Tax-Free Shopping for International Visitors (LTFS)*

Denise Thevenot currently serves as Executive Director of the nation's first state-wide tax free shopping program for international visitors. Ms. Thevenot was appointed to her position in 2006 and has overseen tremendous growth in the program during the last ten years, both in the number of participating merchants and geographical reach. She began working at LTFS in 1990 and in her tenure has dealt with the challenges of both natural and man-made disasters, rallying support from state, local, and national groups to promote tourism in Louisiana.

Ms. Thevenot has worked throughout her career to build partnerships between the travel and tourism industry and retailers, demonstrating the value of promoting shopping tourism to an international audience. She serves on the board of directors for Shop America Alliance, the Louisiana Travel Promotion Association, and is currently serving as the president of Mid South Women in Tourism. In addition to these national, regional and state associations, she also sits on the board of her local convention and visitor's bureau and chamber of commerce.

Through her guidance, LTFS received the 2014 President's "E" Award for Excellence in Exporting and 2015 Shop America Salutes Innovation Awards. Ms. Thevenot was recently invited to attend the White House Business Council and Business Forward briefing on the potential for doing business with Cuba, representing travel, tourism, and retail interests.

A Louisiana native, Ms. Thevenot received both her undergraduate and master's degrees from Tulane University in New Orleans.