



James D. Hagen
Secretary of Tourism
South Dakota

Jim Hagen has served as South Dakota's Secretary of Tourism since 2011. Secretary Hagen has a passion for seeing the visitor industry in his state grow to new heights.

Secretary Hagen serves on the Executive Board of the U.S. Travel Association and several of its committees, including the Project: Time Off Committee and is Chair of the Membership Governance Committee. He currently serves as Vice-Chairman of the National Council of State Tourism Directors.

Secretary Hagen was honored as the National State Tourism Director of the Year in August 2014 by his peers in the National Council of State Tourism Directors and by the U.S. Travel Association. Under his leadership, the tourism industry in South Dakota has set new economic impact records every year, including all-time spending and visitation records in 2015. During his tenure, the Department of Tourism has also been the recipient of numerous regional and national marketing and public relations awards.

Before becoming the Secretary of Tourism, Secretary Hagen served four and a half years as the National Campaign Director and Public Relations Director for the Crazy Horse Memorial Foundation. From 2004-2006, he served as South Dakota's Secretary of Tourism and State Development. From 1995-2002, he served as Chief of Staff and Special Advisor to South Dakota Governor William J. Janklow.

Secretary Hagen grew up in the northeast corner of the Mount Rushmore State. He is a graduate of Aberdeen Central High School and a *summa cum laude* graduate of the University of Southern California.