



**Tricia Primrose**

*Global Chief Communications & Public Affairs Officer  
Marriott International*

Tricia Primrose is Global Chief Communications & Public Affairs Officer for Marriott International. She is responsible for Corporate Relations, Government Affairs, Corporate Communications Planning and Operations, Corporate Social Responsibility, and sharing accountability for Corporate Culture.

Prior to joining Marriott, Ms. Primrose was a partner at Rational 360, a strategic communications firm she joined when it merged with Impression Partners, which she founded. Previously, Ms. Primrose was the Executive Vice President, Global Communications and Public Affairs, at AOL from 2007 to 2011, where she had accountability for Global Corporate Communications, Public Affairs, Publicity, Internal Communications, Event Marketing and Philanthropy. She was the external communications liaison for the board of directors and executive leadership, developed all communications strategies for more than \$2.5 billion in mergers and acquisitions, and led the communications strategy for AOL's successful public offering. She joined AOL in 1999 as a Vice President.

Prior to her role at AOL, Ms. Primrose was an Executive Vice President at Robinson Lerer & Montgomery, a leading corporate and financial communications firm. Earlier in her career, Ms. Primrose held leadership positions with the Democratic Congressional Campaign Committee and served as Communications Director for U.S. Senator Richard Shelby.

In 2015, Premiere Traveler named Ms. Primrose one of the Most Compelling Women in Travel. Ms. Primrose is a graduate of Georgetown University and lives in the D.C. area with her family.