



**Wendy L. Ward**  
**Chief Marketing Officer**

As Chief Marketing Officer at UATP, Wendy L. Ward is responsible for developing and implementing all marketing, communications, brand and promotional activities. The marketing department supports efforts by UATP to increase product awareness, grow membership, develop strategic business operations and position the UATP brand as the unifying ingredient for its Issuers and airline, travel agency and rail Merchants worldwide.

Ward also heads the insurance division charged with growing membership base and product development. Ward brings more than 20 years of global experience in marketing and communications experience to UATP. She holds an MBA in International Business & Finance & Accounting, and a BA in International Affairs.