



APPLICATION FOR COUNTY OF EL DORADO BOARD OF SUPERVISORS BOARD, COMMISSION, OR COMMITTEE

Clerk of the Board of Supervisors
330 Fair Lane, Placerville, CA 95667
(530) 621-5390 | edc.cob@edcgov.us

Board or Commission Applying For Community and Economic Development Advisory Committee	Vacant Position or Title Committee Member	
First Name Carl	Last Name Ribaudo	
	Residential City South Lake Tahoe	Residential ZIP Code 96150
Daytime Telephone	Mobile Telephone (no value entered)	
Occupation/Title President and Chief strategist	Employer SMG Consulting	
List all County boards, commissions or committees to which you are/were appointed. Please include dates of service. Tahoe Resource Conservation District. Reappointed 10/2022		
Summary of qualifications Management Consultant with extensive experience in outdoor recreation, tourism and agri tourism. - Extensive experience in economic analysis, marketing research and strategic planning at the regional and local level - Experience in economic development at the county level, strategic thinking skills both creative and analytical - Systems thinking and approach - MBA, Bachelor of Science		
Affiliations with professional and/or community groups Tahoe Resource Conservation District Arts and Culture El Dorado Tahoe Regional Planning Agency City of South Lake Tahoe Lake Tahoe Visitors Authority El Dorado County Visitors Authority Tahoe Area Mountain Bike Association-Member		
Why do you seek appointment? I look to serve the community and the Board of Supervisors with my experience, knowledge and expertise in a wide variety of related topics and issues within the area of community and economic development.		
Additional Information (no value entered)		
If known, indicate the member of the Board of Supervisors who will receive a copy of this application Brooke Laine		
File Attachments CR Resume.pdf		
Signature of Applicant* 	Date 12/06/2022	

* You consent and agree that you are signing this document electronically. You further agree that your electronic signature is as valid as if you manually signed the document in writing.
12/06/2022 08:42:39, ID: 303, URL: <https://www.edcgov.us/Government/BOS/CommissionsAndCommittees/Pages/Application-Form.aspx>

Carl Ribaudo

Current Role: President and Chief Strategist, SMG Consulting

Professional Summary

Carl is a strategic thinker, thought leader, and innovator in the tourism industry with experience in over sixty tourism destinations throughout the country on a wide range of tourism issues. Carl is also a writer who has written extensively on tourism, destination issues, including Overtourism. Additionally, he has researched Peak Tourism, the Impact of Fire on Tourism in the Sierra Nevada, and most recently, the Political and Values Impact on Destination Selection (including political orientation, gender ethnicity, and age) for the tourism industry. A frequent guest speaker and panelist at industry conferences, Carl has served on two different State Tourism Committees, including Vist California's Research and ROI Committee and Travel Nevada's Tourism Marketing Committee. Carl is also a strategist in the Insights Collective, a national tourism think tank located in Denver, Colorado.

Carl currently serves as the President of Tahoe Resources Conservation District and served as a member of the Tahoe Regional Planning Agency (TRPA) pathway planning group, and has served on several TRPA committees.

Education

San Francisco State University

Master's in Business Administration (MBA) Honors

California State University, Northridge

BS Recreation and Leisure Studies

Selected Work Experience

SMG Consulting, President, and Chief Strategist,

- Over 25 years of experience in all phases of tourism in over sixty destinations nationally, including marketing research, economic analysis, marketing, and organizational strategy.

Reno Air service Corporation, Managing Director

- Managing director of air service development group designed to increase air access and diversify the region's visitor base from dire traffic.

Distinctions & Accomplishments

Certificate in Strategic Thinking, Dartmouth University

Certificate in Organizational Change Leadership, Cornell University

Papers

- The impact of Peak Tourism on selected Northern California/Nevada Destinations.
- Peak Tourism: A Strategic Approach
- Additional papers and writings can be found at smgonline.net