



Pilar Laguaña

Director of Global Marketing

Pilar Laguaña has successfully led the Guam Visitors Bureau Marketing Department for nearly four decades drawing from a wealth of over 38 years of leadership and managerial experience in international tourism and the travel industry. Pilar's background also includes more than 30 years of Micronesia regional tourism marketing, experience in international advertising and public relations, global brand development & management, business development, global event planning & management, multi-national digital media management, and customer & industry relations.

Pilar is a proven and energetic leader in global project management, strategic planning, integrated and global social media marketing, global media and trade relations, government procurement, and contract negotiations. Her strength in developing strategic and tactical direction, visionary and proven leadership, team building, and her aggressive passion and commitment to the Guam Visitors Bureau, its membership and the people of Guam have been the foundation of her continuing success.

Under the general direction of the bureau's General Manager, Pilar is responsible for the establishment, overall planning, development, implementation, coordination and supervision of all the bureau's worldwide marketing and promotional activities with wide latitude in the exercise of independent judgment and actions. She is in charge of the bureau's marketing department, its personnel and overseas marketing offices, and negotiates contracts with vendors in a highly efficient manner.

Some of Pilar's most recent contributions include development, management and supervision of the bureau's first ever integrated and award winning global social media campaign as well as establishing new markets and air route service into Guam. In addition to accomplishments promoting and branding Guam as a premiere travel destination, Pilar also provides leadership support to the national and state tourism offices of the Micronesia island nations. Pilar is currently Chairperson the Pacific Asia Travel Association (PATA), Micronesia Chapter.