

Catherine Arthur- Hirschenfang



With completion of her internship at the United States Food and Drug Administration in 1987, Catherine fulfilled 30 years of experience in the planning, development, and management of a wide variety of cruise line and hospitality projects with universities, small hotels, restaurants, recreational facilities, and visitor destinations. Her diverse experience in project development, education, and market research enables her to contribute an interdisciplinary approach to the overall process of analyzing and guiding public health initiatives. Her early studies at Howard University, where she graduated summa cum laude, focused on Consumer Resource Management and Political Science. She continued with a Master of Business Administration choosing a path in hospitality management and marketing. Catherine maintains the distinction of serving as the sole coordinator for the United States Public Health, Vessel Sanitation Program (VSP) workshops for 25 years.

As Executive Director of the Superior Small Lodging Association, Catherine assisted the Florida legislature in managing the development and implementation of Florida state tourism and hotel initiatives. She has proven marketing skills as demonstrated by successful management of non-profit businesses with Florida tourism as well as State legislature board membership at VISIT FLORIDA.

As former Director of Continuing Education, Hospitality Management at Nova Southeastern University, Catherine has experience in professional development and executive management education. She has provided consulting services to international cruise line companies, Johnson & Wales University, Nova Southeastern University, Lockheed Martin IMS, the Florida Restaurant and Lodging Association, and various tourism organizations and destination marketing offices throughout Florida and the Caribbean. Catherine served as Chairperson for the Tourism Committee for the South Florida Strategic Regional Policy Planning Council, which was successful in winning acclaim for South Florida from the Governor of the state of Florida.

Catherine is President of the Cruise Industry Institute and concurrently a Managing Partner at Global Public Health Service, LLC.

