

Vicki Gordon

Managing Partner

Collins Gordon Group

Vicki Gordon is the founder of Collins Gordon Group (CGG), a public affairs firm that provides strategic counsel on business strategies for social change.

Ms. Gordon brings to CGG over 30 years of experience as a corporate executive. >From 1989 until 2008 she was with InterContinental Hotels Group (IHG), one of the world's largest hotel companies, where she held leadership roles in consumer marketing, new product development, brand management and public affairs.

Gordon has worked extensively with various departments of the federal government, most notably with the U.S. Department of Justice on matters related to the Americans with Disabilities Act. She has also worked with members of Congress on matters of importance to industry such as immigration reform, expanded access to H2B visas, travel promotion, data privacy, electronic commerce tax issues, and implementation of homeland security measures mandated by the Department of Homeland Security.



She serves on the boards of the Roosevelt Warm Springs Development Fund, The Public Affairs Council, The Tropics Foundation and Literacy Action, Inc. She also chairs the Women In Lodging Council of the American Hotel and Lodging Association. She is past chair of the board of the Southeast Chapter for the U.S. Fund for UNICEF; past chair of the National Hotel Alliance; and she is also a former ex-Officio member of the Georgia Governor's Council on Developmental Disabilities.

In 2005, she led IHG's global tsunami relief efforts, ultimately raising over \$1M for humanitarian aid. For this effort she was subsequently recognized by the Australia-New Zealand-America Chamber of Commerce for her humanitarian work.

She also created and was the driving force behind the innovative and unique Designs of Hope fundraiser, with monies raised directed to UNICEF to benefit children made vulnerable by HIV/AIDS. From 2002 through 2007, Designs of Hope raised more than \$5 million for UNICEF. She was honored by both the Atlanta and Chicago chapters of the U.S. Fund for UNICEF for her leadership on Designs of Hope.

Ms. Gordon has been named one of "Twenty Women Who Make A Difference" by Minorities and Women In Business magazine, one of the "Most Powerful Women in Travel" by Travel Agent magazine, and one of Atlanta Woman magazine's "Power Women of 2007."