



## Sandra Quiteria, Class of 1993

Marketing & Communications Manager,  
Central Counties Tourism

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It's ok to change your mind!  
What you want to do today and where you  
end up may not be as you envisioned. Be  
open to opportunities and let your lived  
experiences and interests guide your path.

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Sandra Quiteria is an experienced marketing and communications professional with a strong focus on B2B strategies in the tourism sector. As the Marketing and Communications Manager at Central Counties Tourism, Sandra leads the development and execution of digital strategies aimed at engaging stakeholders and amplifying the reach of key industry programs. With her collaborative approach, Sandra works closely with government agencies and industry partners to support tourism growth.

Sandra holds an Honours Bachelor of Arts from the University of Toronto and continues to enhance her skills through professional development, cause-based volunteering, and a demonstrated commitment to diversity and inclusion.

Want to learn more about Sandra's career path, connect with her on LinkedIn.



[Sandra Quiteria](#)