



HTW Chur

Institute for
Tourism and Leisure

Thursday
27th September 2018
6.00 pm
Aula, HTW Chur

The Diplomatic Side of Tourism

Edward "Ed" McMullen, Jr.

Ambassador of the United States to Switzerland and Liechtenstein

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Talk with Q&A. The most unorthodox, innovative and out-of-the-box thinking guest speakers from the tourism arena always under the DSS Distinguished Speaker Series label.



Edward McMullen, Jr.
Ambassador of the United States of America
to Switzerland and Liechtenstein

Ed McMullen was appointed Ambassador of the United States to Switzerland and Liechtenstein in November 2017. He was the President of McMullen Public Affairs, an advertising and public relations firm he founded in 2005, with offices in South Carolina and Washington, DC. He also has extensive experience with foundations and think tanks. He worked with the South Carolina Policy Council (SCPC) from his arrival in South Carolina in 1989 until 2007. He previously worked as director of development research in Washington with the Heritage Foundation and at the Free Congress Foundation. He served as President Trump's campaign chairman in South Carolina, and went on to serve in a volunteer capacity on the president-elect's transition team.

The American Swiss Foundation selected him in 1995 to participate in its "Young Leaders" program. McMullen attended a week-long Young Leaders Conference in Switzerland with others from Switzerland and the U. S., visiting government officials and politicians. He has since traveled in Switzerland many times.

McMullen holds a B.A. in Political Science at Hampden-Sydney College. He and his wife Margaret Ann have two children, Thomas and Katherine.

Ambassador McMullen will speak about the role of diplomacy in tourism and tourism promotion. The event will feature a panel discussion with HTW Chur Tourism students and members of the faculty.

A radical event brought to you by HTW Chur, Institute for Tourism and Leisure

E-Mail dss@htwchur.ch
Registration: [htwchur.ch/dss](https://www.htwchur.ch/dss)