



# DIANE J. SHOBER

EXECUTIVE DIRECTOR,  
WYOMING OFFICE OF TOURISM

Bachelor of Science 1984, Marketing

A native of the Cowboy State, Diane is the Executive Director for the Wyoming Office of Tourism where she has led the state's promotional efforts since June 2003. Growing up in Gillette, Diane understands the importance of the travel and tourism industry to Wyoming and has a firm understanding of how to strategically market the state's natural wonders and western hospitality. During her time at the Wyoming Office of Tourism, Diane has combined her strong leadership skills with her expertise in marketing and tourism as she has led her team to proactively expand and grow the state's promotional marketing efforts and programs.

A graduate of the University of Wyoming with a Bachelor's Degree in Marketing, Diane has an extensive background in the travel and tourism industry, including hotel sales, event marketing and management, facility management, government relations and association management. She continues to serve the industry and state and represents Wyoming on a variety of boards, including the Western States Tourism Policy Council, the National Council of State Tourism Directors and the Executive Committee of the U.S. Travel Association, as well as the University of Wyoming College of Business Advisory Board. Diane was also on the inaugural board for Brand USA and has served with numerous professional and civic organizations throughout her life.

In August 2012, Diane was named "State Tourism Director of the Year" by the National Council of State Tourism Directors.