

Rasheeda Burgess is the Tourism Standards & Training Manager at the Bermuda Tourism Authority (BTA) where she works with local businesses to increase Bermuda's quality of service in the industry as well as the tourism workforce to help stimulate and create interest for tourism jobs and promote training opportunities for locals.

Rasheeda has been employed with the BTA since its inception in 2014 establishing her as one of the first employees since its transition from the Bermuda Department of Tourism. Prior to her appointment as the Assistant Product & Experience Manager in 2014, she served on the Bermuda Tourism Board as the Project Management Coordinator responsible for the successful founding of the Bermuda Tourism Authority.

While at the BTA, Rasheeda has led several successful initiatives including the creation of the Experiences Investment Grant Programme which helps to award funding to new and economically viable tourism activities and attractions. Her work and dedication to tourism and her love of Bermuda was recognized when she was nominated and awarded Bermuda's 30 under 30 Tourism industry recipient, accepting the award out of hundreds of destinations in Minneapolis, Minnesota.

She has obtained a Bachelor of Business Administration, concentrating in Management and Tourism & Hospitality Management, a Master of Business Administration, concentrating in International Hotel & Tourism Management and a Master of Project Management from three universities across Canada and in the USA.

Rasheeda is very active in her community and is the founder and chairperson of Activate Bermuda, an association for millennials to step forward into their purpose and community for both physical and spiritual growth. Because of her knowledge and passion for this generation she is often asked to speak and lead on panels or other applicable platforms to educate leaders or advocate for these and other emerging generations. She enjoys reading, singing, dancing, and travelling in her spare time.