

Maya Lange, Vice President, Global Marketing



Maya Lange is the VP, Global Marketing for Destination British Columbia. Maya has a proven track record of managing strong brands on the local, national and world stage having worked in data-driven digital marketing and content marketing in Germany, France, USA and Canada. Maya holds a MBA from the Rotman School of Management at the University of Toronto.

At Destination BC, Maya is responsible for our global marketing efforts in 14 domestic and international markets to inspire over 21 million trips to and within BC annually via the *Super, Natural British Columbia*® brand. A passionate British Columbian raising a young family, she loves skiing, sailing, swimming and exploring BC's hidden wonders.