

JARED S. HIGASHI

Vice President | Honolulu, Hawai'i



GOV. MSG. NO. 690

PROFILE

Strategic and results-driven leader with extensive experience in advocacy, community engagement, and workforce development within Hawai'i's visitor industry. Proven ability to build partnerships across public and private sectors, oversee large-scale events, and lead initiatives that drive economic sustainability and community impact.

Skilled in legislative advocacy, fundraising, membership engagement, and operational management. Brings a disciplined, strategic, and service-oriented approach to community advancement, leveraging expertise in organizational governance, stakeholder relations, and program development to drive meaningful impact.

Passionate about advancing education, philanthropy, and workforce development through mentorship programs, scholarships, and industry training initiatives. Dedicated to fostering collaboration and driving lasting change in Hawai'i's communities.

WORK EXPERIENCE

HAWAII LODGING & TOURISM ASSOCIATION, HONOLULU, HAWAII

JUL 2014 - PRESENT

Vice President, Government & Community Affairs

JAN, 2020 - PRESENT

Senior Director, Government & Community Affairs

NOV, 2018 - DEC, 2019

Director, Government & Community Affairs

JUL, 2014 - NOV, 2018

- Serve Hawai'i's visitor industry as the Vice President of the oldest private sector tourism organization in the state, overseeing operations, communications, advocacy, community engagement, and organizational governance.
- Work directly with the President & CEO to oversee all aspects of the organization, advocate for the industry's interests, and serve as the leading voice for tourism in Hawai'i.
- Lead workforce development initiatives, including high school internships, university-level mentorship programs, and scholarship programs that support the next generation of the tourism workforce.
- Plan, coordinate, and execute community and professional events such as the General Membership Meeting, Visitor Public Safety Conference, Na Po'e Pa'ahana Awards, Golf Tournament, Citizen-Scholar Awards, Hawai'i Hotel and Restaurant Show, Tourism Day at the Capitol, and the flagship philanthropic event, the Visitor Industry Charity Walk.
- Partner with public and private sector stakeholders to serve as a resource for the visitor industry and advance new initiatives.
- Help lead membership recruitment and retention initiatives, fostering a strong and engaged community, while driving fundraising efforts to support association growth and sustainability.
- Manage government affairs efforts, including tracking legislation, advocating for industry stances, providing testimony, meeting with elected officials, collaborating with other sectors on cross-sector legislation, and endorsing candidates during election years.
- Oversee day-to-day operations of the HLTA office to ensure smooth functioning and operational efficiency, and serves as the team lead for all members of the HLTA office.
- Manage communication efforts, including member engagement, collaboration with media partners, and dissemination of information to the general public.
- Collaborate with HLTA leadership to develop and execute strategic plans advancing Hawai'i's visitor industry and the association's three pillars: advocacy, education, philanthropy.

WORK EXPERIENCE CONT.

Hawai'i State House of Representatives, District 15, Honolulu, Hawai'i

JAN 2014 - MAY 2014

Receptionist and Legislative Aide

- Provided administrative support and served as a liaison, facilitating communication and coordination between the office and the district. Assisted with scheduling, research, constituent outreach, and daily operations for the House Member.

Sigona's Farmers Market, Palo Alto, California

AUG 2011 - DEC 2014

Head I.T. Coordinator/Advertising & Marketing Specialist

- Oversaw and optimized IT operations to ensure seamless system functionality, implementing technological solutions to enhance efficiency and support the company's strategic objectives.
- Collaborated with store owners and managers to coordinate advertising, marketing strategies, and signage, developing campaigns aligned with the company's brand identity and targeted audience.

EDUCATION

San Jose State University, San Jose, California

2005 - 2010

Bachelor of Arts: Radio, Television, and Film

Hawai'i Baptist Academy, Honolulu, Hawai'i

2001 - 2005

OTHER EXPERIENCE AND SKILLS

- **Hawai'i Workforce Development Council (DLIR):** Council Member (2024-2025)
- **Pacific Century Fellows:** Cohort 17
- **Hospitality's Young Professionals & Entrepreneurs:** Founder and Advisor (2016 - 2021)
- **Visitor Aloha Society of Hawai'i:** Executive Board Member / Board Secretary (2015 - present)
- **Visitor Industry Charity Walk:** Lead Coordinator (2015 - present)
- **CrimeStoppers Honolulu:** Board Member (2019 - 2020)
- **Special Olympics of Hawai'i, Young Executives:** Board Member (2016 - 2018)
- Volunteer Judging: 2021 Cherry Blossom Queen Festival & 2024 Executive Women International Scholarship
- Ongoing Volunteer Service: Team Aloha Basketball, Pacific Century Fellows Ho'opasifika Gala, Giving Machine Hawai'i.
- Cultivated self-discipline and an openly respectful demeanor through 17 years of judo training, including competitive participation with the nationally renowned San Jose State University judo team.
- Proficient in Microsoft 365 Suite
- Graphic Design: Canva
- Fundraising: Give Smart MobileCause, Classy, Greater Giving, served on numerous table sales committees
- Association Management Software: MemberClicks Trade
- Email Marketing: Mailchimp
- Legislative Tracking: Fast Democracy

REFERENCES

Professional references available upon request.