



Barbara Bowden is the Area Managing Director for Loews Hotels at Universal Orlando, overseeing the operation of the destination's Signature hotels, including Loews Portofino Bay Hotel, Hard Rock Hotel at Universal Orlando, Loews Royal Pacific Resort, Loews Sapphire Falls Resort and Universal Helios Grand Hotel, a Loews Hotel.

Previously, she served as the Complex Managing Director for Loews Sapphire Falls Resort and Loews Royal Pacific Resort at Universal Orlando, overseeing the operation of these two resort hotels.

Prior to joining Loews Hotels, Bowden served as General Manager of the Orange County Convention Center. Before that, she dedicated 27 years to The Peabody Orlando, where she rose to become Vice President and General Manager.

Bowden serves as Chair of the Visit Orlando Board of Directors and as Past Chair of the Central Florida Hotel & Lodging Association Board of Directors. She also supports the next generation of hospitality leaders through her work on the Rosen College Dean's Advisory Board.

Previously, Bowden served as Chair of the HSMAI Americas Board and was a member of the AHLA Women in Lodging Executive Board.

Bowden is a graduate of Missouri State University.