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Donna completed her Ph.D. at Iowa State University in Hospitality Management and her masters in Hospitality Industry Studies concentrating in Asset Management from NYU's Tisch Center. She was named one of the Top 25 Extraordinary Minds in Hospitality and Tourism Sales and Marketing by Hospitality Sales and Marketing Association International for the year 2012. Donna holds certifications as a Hospitality Educator from American Hotel & Lodging Association, a Hospitality Digital Marketer from Hospitality Sales and Marketing Association International, and wine captain from the Sommelier Society of America. Her main research studies involve improving consumer experiences within a wide range of tourism products from destinations to hotels.