

San Diego State University
Hospitality and Tourism Management Program



Lori J. Sipe, M.B.A.
Lecturer

Professional Background:

More than 20 years experience in the attractions industry, most recently as the director of Business Analysis and Strategic Planning for SeaWorld California. Wrote business, financial, and marketing plans for hospitality businesses and facilitated strategic planning sessions for diverse groups ranging in size from five to fifty through Planning Gurus, a company she founded. Recent projects with corporate partners include developing/integrating service standards at nine theme parks owned by Anheuser-Busch and facilitating a business plan for the educational arm of the International Association of Amusement Parks and Attractions (IAAPA). Lori's teaching style is engaging and interactive. She receives excellent reviews from students in the hospitality and tourism management program and was honored by CHRIE (council for hotel, restaurant, and institutional education) for innovation in teaching in 2002.

Education:

B.B.A., University of San Diego
M.B.A. Accounting Emphasis, San Diego State University

Objectives:

To connect industry and education.

- Continue to use the city of San Diego as a laboratory for students to obtain meaningful, industry-rich experiences.
- Develop the nation's best service leaders by providing students a customized learning program—Kaleidoscope—that leverages their talents and makes continuous learning and reflection a habit throughout their careers.
- Constantly refresh the in-class learning experience by developing innovative assignments that combine group dynamics, communication and technology.
- Respond to the development needs of industry professionals by providing up-to-date seminars, workshops, and on-site educational programs.

Specific areas of interest include attractions management, service leader development, strategy and project planning, and using metrics to tell business stories.