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Hotel Association of Los Angeles Appoints Jackie Filla As New President and CEO **Dr. Filla brings a unique combination of skills and experience to this leadership role.**

LOS ANGELES, CA – (Mar. 18, 2024) —The Hotel Association of Los Angeles (HALA) announced today that Dr. Jackie Filla has been appointed the new President and CEO of the organization. A seasoned leader with a rich and diverse professional background, Jackie will succeed Heather Rozman and will assume the role on March 25, 2024. Rozman exits to pursue entrepreneurial endeavors after over five years of distinguished service.

Jackie Filla brings wide-ranging experience to HALA, having previously served in leadership roles as a public policy executive, and as research and strategy consultant across government, industry, and the nonprofit sector.

“Serving as CEO of HALA is no small feat. It requires a truly unique set of talents,” said Mark Davis, Chair of the Board of Directors. “We’re delighted to have Jackie join the team. Having played so many roles throughout her career—as policymaker, analyst, strategist, public servant, and academic—she brings a rare combination of skills to this critical position.”

Prior to joining HALA, Jackie most recently served as Policy Director for a City Council office in L.A. City Hall, where she oversaw the team responsible for legislative affairs, intergovernmental relationships, and policy. She recently served as a Research Director in the Office of Los Angeles County’s CEO and was a long-serving L.A. City Commission President under Mayors Eric Garcetti and Karen Bass. In this latter role she advocated for the City of L.A. around the country and at the United Nations.

Prior to that, Jackie was a tenured Associate Professor of political science at Mount Saint Mary’s University, where she specialized in public policy and research methodology. Jackie has also directed campaign and election programming in two U.S. states, and she’s done extensive data analysis and policy work with international, state, and local governments.

Dr. Filla received a BA from California State University, Fullerton; an MA from University of California, Riverside; and a PhD from University of California, Riverside.

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About the Hotel Association of Los Angeles

The Hotel Association of Los Angeles has been the voice of L.A.’s hotel industry since 1932. The organization works to advance the industry and better the lives of all who work in it—from international chains to local family-owned boutiques, from senior management to hourly staff. HALA’s members comprise a cross-section of the industry—including owners, managers, suppliers, and vendors.