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William J. Sutherland



Bill joined AAA National in December 2010. He has been a travel industry leader for the past 28 years. Bill was Vice President, Travel at AAA Southern New England for 13 years prior to arriving at AAA National. Bill was instrumental at the Club for founding AAA Member Choice Vacations and AAA Travel Marketplace, New England's premier travel show. An accomplished speaker, Bill has presented travel industry topics to a wide number of groups and media channels.

Bill owned and operated Sutherland Tours in Massachusetts prior to joining AAA. He also worked for a major national tour operator for ten years prior to starting his own company. Additionally, Bill worked in higher education, serving as Director of Public Affairs and Associate Dean of Student Affairs, both at Assumption College in Worcester, Massachusetts. He received his Bachelor of Arts and Masters degrees from Assumption College.

Bill has served on a number of travel related boards and committees, including the Rhode Island Governor's Council for Travel and Tourism, Royal Caribbean's Travel Agency Advisory Board, AAA Member Choice Vacations Board of Directors, AAA Travel Subcommittee and AAA Special Subcommittee on Travel.