Efrén L. Aponte Cortés
Skål International USA Leadership Resume

Professional Summary
Dedicated hospitality and tourism executive with a longstanding commitment to Skål International and the advancement of the travel and tourism industry. Currently serving as Director of Finance for Skål International USA (2026) after serving as Director of Social Media & Marketing (2025). Brings extensive leadership experience at both the local and national levels, including service as President of Skål International Boston (2024). Recognized for strategic planning, financial stewardship, member engagement, and organizational growth, with a strong commitment to supporting the continued success and expansion of Skål USA and the global Skål network.

Skål International Leadership Experience

Skål International USA
Director of Finance | 2026
Director of Social Media & Marketing | 2025

Skål International Boston
President | 2024
Vice President | 2023
Secretary | 2022
Treasurer | 2021
Board Member At-Large | 2020–2021
Member | Since 2015

Skål International Conferences, Congresses & Leadership Meetings

World Congress
Izmir, Turkey | 2024
Cusco, Peru | 2025
North American Skål Congress (NASC)
Winnipeg, Canada | 2024
Tampa Bay, Florida | 2025
Royal Caribbean Bermuda Cruise | 2026
National and Board Leadership Meetings
Winter Board Meeting, New York City | 2025
Winter Board Meeting, Washington, D.C. | 2026

Hospitality & Tourism Industry Leadership

Massachusetts Lodging Association- Marketing Chair | 2024–Present
PCMA New England (Professional Convention Management Association) -
Executive Board of Directors | 2023–Present - President-Elect | 2028