

KEIKO MATSUDO ORRALL



Keiko Matsudo Orrall served as executive director for the Massachusetts Office of Travel & Tourism and chair of the Massachusetts Marketing Partnership Board from 2019 thru 2023. Serving all aspects of the tourism industry, Director Orrall met regularly with stakeholders regarding opportunities for tourism, sports, and film in the Commonwealth. She served as Vice-Chair on the board of Discover New England and in the Chairman's Circle of US Travel Association. She chaired the MA Restaurant Promotion Commission, the Women's Rights History Trail Commission, the 250th Commission, and the Agritourism Commission. She served as a member of the White House Initiative for Asian Americans and Pacific Islanders Presidential Commission and has participated in national and international panels promoting Massachusetts on the global stage.

Prior to the Office of Travel and Tourism, Director Orrall was a State Representative and served four terms in the Massachusetts Legislature. She became the first Asian American woman to be elected to the MA House of Representatives in 2011. She served on the Joint Committees on Economic Development and Emerging Technologies, Labor and Workforce Development, Export Development, State Administration and Regulatory Oversight, Public Health, and the Judiciary. A graduate of Smith College, she served on the UMASS Center for Women and Public Policy Advisory Board, the Pay Equity Commission, the MA Caucus for Women Legislators, and has worked to support women in public office. Over the course of

her legislative career and in her role as tourism director, Director Orrall has demonstrated her commitment to connecting people, helping small businesses, and championing efforts to promote diversity and inclusion.

She has received recognition and awards from various organizations including the Boston Area Church League, the MA cranberry industry, the American Legion and the National Federation of Women Legislators. In 2019 she received the Order of the Rising Sun, Gold and Silver Rays Award from the Japanese government.