

PDXbizwomen
COALITION

DOREEN LOOFBURROW

MEMBER PROFILE



SENIOR V.P., TRAVEL & OPERATIONS, AAA

Doreen's leadership of sales and service teams spans several enterprises. At several points in her career when taking on a new role, she heard 'but you aren't familiar with that industry'. Her response has been - I can learn it.

Be Curious.

She grew up on a farm in Oregon with parents that encouraged a sense of curiosity and being solution minded. This philosophy of curiosity and continuous learning has stayed with her. She believes it not only keeps you relevant, but embracing change and technology helps you connect the dots and understand how things work.

Don't waste a good opportunity.

She seized an opportunity upon graduating from college to go into retail management. (Even though she originally thought she would be in education.) This was a great learning experience grounded in service and sales management that has benefited her throughout her career. She jumped from there to the travel business, working for a cruise line. Her curiosity took over as she learned the travel industry. The role provided endless opportunities to meet amazing and interesting people -

learning the power of relationships in business.

Choose your organization carefully.

She believes that fit matters and it can define your career. People often say you should 'do what you love', but she believes your happiness at work goes beyond the actual task or work. It is also driven by your cultural alignment with your organization - so choose carefully. Years ago, she didn't get a promotion she thought she was most qualified for. The key is to bounce back and know that finding alignment with people and purpose is critical for long-term success.

Be True to Yourself and Be Confident.

People often tell you what they think, but you need to ensure the recommendations fit with your values. She has grown to realize the value of her time and energy, to trust her instincts, to listen to others, but to know her own true north.

As a woman in business, she has often felt the need to 'try harder' than male counterparts. While it may have only been her perception, she considers every role a new opportunity to learn, and she knows she is capable. Having self-awareness and being humbly self-confident is the key.

Bizwomen Coalition proudly
sponsored by

COMCAST
BUSINESS

K&L GATES

Providence
Health Plan

University
of Portland

Contact Blake Zoda at 503.219.3403 or
bzoda@bizjournals.com to receive an application
or with any membership questions.