



Jeff Higley is a 30-year journalism veteran who has specialized in the hotel industry for the past dozen years. Prior to joining HotelNewsNow.com and Smith Travel Research in March 2008, Higley served in various leadership positions for Questex Media Group's Hotel & Motel Management. Higley was instrumental in the company's launch of Hotel Design, Luxury Hotelier and The Hotel Times magazines.

Higley began his career in the newspaper industry and worked as a sportswriter for several medium-sized Midwest newspapers, covering everything from high school basketball to the World Series.

Higley and his wife, Cheryl, have three children: Sarah, Emily and Isabella. They reside in Avon Lake, Ohio.