

Joe Conto - “IMPROV as a Thinking Tool”

Professor Joe Conto brings more than four decades of hospitality experience to his work in the classroom and in academic leadership. Having lived and worked in iconic destinations including Lake Placid, Martha’s Vineyard, Jupiter Island, Las Vegas, and Old Montreal, he offers students an understanding of how hospitality shapes local culture and guest experience. His career spans high-end resorts, country clubs, and fractional ownership operations, providing a wealth of real-world insight and storytelling.

During his 20 years at Paul Smith’s College, Professor Conto has served as a faculty member, program coordinator, and department chair. He teaches courses including *Hospitality Futures*, *Introduction to Hospitality Resort & Tourism Management*, *Cultural Enology*, *Introduction to Marketing*, and *Cultural Food Studies*.

Beyond hospitality, he teaches and performs improv comedy with Montreal Improv Theatre and the Arts Center, Lake Placid, and created the *Improv for Life Skills* course at Paul Smith’s. Ask him about Montreal—especially where to eat.

