



**Vicky Soderberg**  
**Cygnnet Strategies, LLC**

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Vicky Soderberg works with destinations who are tired of watching independent businesses close and visitor numbers decline. She partners with communities who refuse to settle for the erosion of their sense of place or losing the qualities that make their towns special.

With nearly 30 years of tourism experience and a master's level education in tourism planning and development, Vicky understands what it takes to successfully recover from the impacts of gradual deterioration, economic downturns or Mother Nature's wrath. She is a passionate, committed professional who works with communities to become more resilient as they effectively rebuild a place that attracts new businesses and retains existing ones; a place where tourism increases and visitors stay longer; a place residents are proud to call home.