



Diana D. Price, MA

Curriculum Vitae

Diana@forensictravelexpert.com * Diana@dianaprinceassociates.com

Forensic Travel Expert and Litigation Consultant Credentials

Experience and Qualifications

Diana Price is President and CEO of Diana Price and Associates, a Customer Focused Culture, Forensic Travel Consulting and Litigation Support firm. She is Past President of the Greater Los Angeles Chapter of the Forensic Expert Witness Association (FEWA) and former National Vice President of Education and Programs for FEWA. Ms. Price is a problem solver and an expert in Travel Agency Operations and Tourism. Ms. Price served as a senior leader of a large corporation and led 14 international retail travel agencies. Ms. Price has 25 + years experience as a corporate leader and an entrepreneur in the travel industry. Ms. Price has worked as a front line travel advisor and wholesale tour operator, and understands travel advisor’s responsibility for their work product, as it relates to industry standards.

Tourism and Travel

Diana Price’s Forensic Travel Expert practice is focused on Travel Agency Operations across the globe. Ms. Price has specialized knowledge in Travel Agent Fiduciary Relationship to Client, Seller of Travel Duty of Care, complex travel-related matters, and handling adverse problem situations that occur during a client’s trip.



Diana is a Senior Travel Agency Operations Professional. Ms. Price has worked as a travel agent, tour operator, and cruise specialist. She has worked in almost every area of travel agency operations including travel agency sales, service, marketing, training new travel advisors and managers, working with tourist offices, government consulates, cruise lines, airlines, hotels, car rentals, and travel insurance. She spearheaded several large Auto Club of Southern California travel agency projects such as the LA Times Travel Show at the Los Angeles Convention Center.

Diana serves as a Forensic Travel Expert Witness, Travel Investigator, Travel Litigation Consultant and Expert Travel consultant in cases involving international and domestic Tourism and Travel Agency Operations. Diana’s 25+ year travel background includes depositions and testimony on behalf of law firms. Ms. Price would be helpful to any attorney in resolving complex travel-related disputes.

Strategic Areas of Expertise

Travel Agency Operations

- Travel Agent Fiduciary Relationship to Client
- Travel Agent Duty of Care
- Adverse Problem Situations that occur before, during or after a trip



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Seller of Travel Consultant

- Experienced Travel Industry Consultant
- Experienced with ARC, IATA, CLIA
- Experienced with complaints against travel providers

Travel Agency Crisis Management

- Travel Law Issues
- Minimize Liability
- Internal Investigations
- Travelers Rights

Expert Engagements

Diana D. Price has testified or consulted on a variety of issues including, but not limited to Travel and Tourism matters, travel accident, wrongful death, analysis of travel fees, disclosing destination information and traveler safety concerns.

Awards and Recognitions:

Los Angeles Business Journal's Rising Star & Philanthropist of the Year Nominee

Quality Champion Award - developed and implemented an employee-centered redesigned process that increased travel sales by 51% for Auto Club of Southern California

Public Relation Award of Excellence - played a key role in getting SB1542 passed, requiring manufactures of motor vehicles to disclose information and provide equipment, recognition award from Automobile Club of Southern California

Business Excellence Award for Best Practices to Climate Change Your Service Culture, from The Business Excellence Awards

Appreciation Award for support of students, teachers, administrators and government officials from California Community Colleges Cal Works Association

Strategic Business Leadership Award Received Strategic Business Leadership Award and Certificate from Nestle University.

Award of Excellence for dedication, time & effort & support of The New Leaders



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Professional Experience

General Manager, AAA District Office Operations

- Senior Leadership position as General Manager
- 28 direct reports
- Trained employees and leaders on travel industry best practices
- Responsible for marketing and advertising the travel agency
- Oversaw sales and service team

AAA Regional Travel Manager

- Senior Leader managing 14 Travel Agencies in Southern California
- Oversaw management team that handled customer complaints
- Managed complaints that resulted in legal action, settlement agreements or refunds
- Prepared, testified, and defended travel related complaints and travel fraud
- Appeared in court as witness in travel complaint cases
- Expert consultant on wrongful travel related conduct
- Co-produced local and corporate Trade Shows

Manager AAA Travel Agency

- Oversaw and managed all activities of travel sales and service team
- Reviewed and analyzed customer complaints related to overcharges, unfair practices that resulted in settlement and legal actions.
- Proficient in Travel Marketing, Promotion and Advertising Campaigns
- Proficient in Customer Focused Culture Strategies
- Expert in reviewing travel cases for legal action and testimony
- Supported major organizational development projects inside and outside organization
- Upgraded management team capacity, skills and knowledge
- Helped design proper travel file documentation
- Experience in commission reconciliation, tracking and accounting
- Experience and knowledge in resolving difficult travel complaints

Supervisor AAA Group Travel Operations

More than 3 years – created wholesale tour and cruise packages; designed travel brochures; worked with domestic and international tour operators

Negotiated with tour operators and cruise lines for cruise, hotel, car, bus transportation, sightseeing features to be repackaged for retail sale to travel agencies and customers. Oversaw group travel operations reservation team.

Cruise Specialist

Designed specialized group cruises; participated in more than 200 cruise inspections, seminars, evaluations and sailings.



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AAA Travel Agent

Over 10 years as an award winning, top producing travel agent. Recognized for excellent customer service, sales, file maintenance, travel agency best practices, and commission reconciliation.

- Educated travelers on trip planning, travel advisories, itinerary review, travel insurance, terms and conditions.
- Prepared destination research and planning documents for travelers
- Sold travel packages, domestic and foreign
- Customized independent travel arrangements
- Designed around the world, independent, customized itineraries
- Participated in continuing travel education seminars, cruises, & tours
- Resolved complaints
- Handled Cancellation, Refunds, Goodwill
- Worked with Cruise Lines and Tour Operators to determine liability to traveler

Entrepreneur

- International and Domestic Forensic Travel Expert Witness
- Business Culture Strategist
- Keynote Speaker, Host
- Customer Engagement Coach
- Customized Leadership, Service Culture, and Expert Witness workshops

Education and Credentials

Education

- U.S.C. MA, Annenberg School of Communications and Journalism
- California State University Los Angeles, BA Marketing, Business Administration
- Cecil Murray Institute Graduate Financial Literacy

Associations

- Forensic Expert Witness Association, Greater Los Angeles, former Board President
- Forensic Expert Witness Association, former National Vice President, National Board of Directors
- American Society of Travel Agents
- Cruise Line International Association
- Business Travel News
- SEAK, continuing education for Expert Witnesses,
- National Black MBA Association life member
- SCAG Socially Conscious and Green, Board President





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Continuing Education

2014

- Avoiding System Failures and tort Liability 4/17/14
- Courting, Cross Selling and Cross Promoting: Developing an Expert Witness Profile 11/20/14
- Computer Forensics Experts and their Role as a Witness in Theft of Trade Secret Matters 9/25/14

2015

- Forensic Experts and Family Law 1/15/15
- Experts and Their Qualifications; What Happens If You Get Disqualified 11/10/15

2016

- Perfect Expert Witness Strategy 5/10/16; 2 hours Certified Forensic Litigation Specialist Credits (CFLC)
- What Can Go Wrong With Expert Testimony: Lessons From the Trenches 7/13/16; 2 hours Certified Forensic Litigation Specialist Credits

2017

- The Five P's For Success: A View From the Bench and The Bar 3/28/17; 2 hours Certified Forensic Litigation Specialist Credits
- Update, Manage and Promote Your Expert Witness Practice for Maximum Impact 4/25/17; 2 hours Certified Forensic Litigation Specialist Credits
- Expert Testimony in the Courtroom: A View From The Bench and The Bar 6/6/17
- Expert Retainer Agreements 9/26/17; 2 hours Certified Forensic Litigation Specialist Credits

2018

- Hypothetical Evidence; Hearsay, The Sanchez Case, Sargon vs. USC, and How to Protect the Expert Witness and Their Testimony at Deposition and Trial; 1/30/18; 2 hours Certified Forensic Litigation Specialist Credits
- How Not to Get Tripped Up as an Expert 2/20/18; 2 hours Certified Forensic Litigation Specialist Credits
- Expert Malpractice: Lack of Discovery and Insufficient Support March 27, 2018; 2 hours Certified Forensic Litigation Specialist Credits
- A Team of Expert Witnesses Can Help Win to Your Litigation , June 19, 2018; 2 hours Certified Forensic Litigation Credit
- Deposition Tactics – Costly and Fatal Mistakes committed by Expert Witnesses During Video Deposition proceedings 7/14/18; 6 CFLC credits
- How Attorneys Research and Dig Up Dirt on Experts and Their Testimony, September 25, 2018 2 CFLC credits



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2019

- A Lawyers Perspective: What Every Expert Witness Needs to Know, January 29, 2019
2 CFLC credits
- Using Methodology to Tell Your Client's Story, December 18, 2019; 1 CFLC credit

2020

- Conducting Depositions Online: What You Need to Know, May 7, 2020, Esquire
Deposition Solutions
- Travel, Our Future and Yours: A Series of Conversations with Industry Leaders 05/18/20;
Bob Sullivan, President, The Travel Group; Alicia Evanko Lewis, EVP, Travel Group Global
Events; Anthony Carnevale, SVP/Group Publisher, Retail Travel Group; Arnie Weissmann,
Editor in Chief, Travel Weekly; Ken Shapiro, Editor in Chief, TravelAge West; Maura Byrne,
SVP/Publisher, Travel Pulse

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