

Kristina Bouweiri
President and Chief Executive Officer
Reston Limousine and Travel Services, Inc.,
Sterling, Virginia



Kristina Bouweiri owns and operates the largest limousine/shuttle business in Washington, DC and the 23rd largest limousine service in the country. Offering buses, vans, limousines and sedans, her company serves the metropolitan Washington area from its locations in the Dulles corridor and Capital Heights, MD. While offering high quality transportation, Reston Limousine also has a proud legacy of community outreach through active business involvement and philanthropy.

Born in Japan to parents working there as exchange teachers, and later living on three continents as part of a Foreign Service family, Kristina spent her childhood and early teens overseas. Her father's assignments to Brazil, Portugal, Mozambique and South Africa influenced her decision to study International Affairs at George Washington University. Upon graduating, she was employed by a non-governmental organization which sent her on two occasions to Somalia on projects aimed at uplifting the status of women in the Third World.

After her non-profit work, Kristina held several positions in Washington's business community. Eventually she took a job in advertising sales, which is how she met her current husband and the founder of Reston Limousine Service, William Bouweiri.

William had great plans for his new limousine service and needed assistance. He invited Kristina to join him in growing the firm. At the time, Reston Limousine did not actively seek business in the wedding industry. Kristina jumped in and launched a campaign to attract the wedding business. Soon Reston Limousine was handling 100 weddings a weekend. Kristina utilized her resources and "The Wedding Pages" to plan her own wedding and married William on August 24, 1991—11 months after they met and began working together. Today, the couple and their four young children reside in rural Loudoun County.

Over the past decade, Reston Limousine has grown from a "Mom and Pop" operation with several limousines and sedans to a major transportation company in the Washington D.C./Virginia/Maryland suburban area. Nationally, the company is ranked as the 23rd largest limousine service in the United States. Its stretch limousines, limo-bus, large number of sedans, and fleet of vans, mini-buses and larger buses serve the transportation needs of private industry, educational institutions and government agencies. Reston Limousine has become a well-known name among the international diplomatic community, the World Bank, IMF and other international organizations.

In 2000, the business bought three acres of land near Dulles Airport and in 2005 moved into its new, state-of-the-art facility. The new quarters offer full service, 24-hour maintenance and detailing, training and conference rooms, and parking for 100 vehicles. A separate facility is now being utilized in Capital Heights, MD to house additional vehicles and for close proximity to Washington.

Kristina Bouweiri is a business leader in the Dulles Corridor area. She is a member of the boards of several organizations, including the Loudoun CEO Cabinet, Loudoun Chamber of Commerce, Committee for Dulles, Dulles Regional Chamber of Commerce, eWomenNetwork and Leadership Loudoun. In 2004, the *Washington Business Journal* named her one of the 50 most powerful and influential women in Washington and she has been featured in numerous media and trade publications. She also serves as a mentor for women in business, and is frequently asked to make presentations to share her business insight.

As a board member for eWomanNetwork, Kristina was invited to special briefings involving a select participation at the White House given by President Bush. She is on a short list of "Women Impacting Public Policy."

Kristina works closely with the Loudoun County Visitors Association and the Loudoun County Economic Development Commission to promote tourism to the area. A promotional tour she conceived and developed has brought thousands of visitors to Loudoun to tour its vineyards and wineries.

Despite the astonishing success of her business, Kristina continues to focus on the importance of treating her customers well and providing a quality service. Her two mottoes continue to apply: "Everyone's a customer!" and "Never say no!"