



Speaker Bios for Global Meetings Industry Day 2023



Gregg Caren, President and CEO, Philadelphia Convention & Visitors Bureau

Gregg Caren is the president and CEO of the Philadelphia Convention and Visitors Bureau (PHLCVB) where he oversees the organization's efforts to promote and sell Philadelphia as a premier destination for meetings, conventions, sporting events and overseas travelers. Previously, he served as the Executive Vice President, Sales and Strategic Business Development for ASM Global (formerly SMG), operator of over 350 venues worldwide, including the Pennsylvania Convention Center. He served in numerous senior leadership roles over his 22 years with the company. Caren began his career with Marriott Hotels and Resorts and has also held leadership positions with convention and entertainment venues in Atlantic City and Valley Forge. He is an alumnus of The Pennsylvania State University where he received a Bachelor of Science degree in Hotel, Restaurant and Institutional Management.



Scott Higgins, Director of Sales, Valley Forge Tourism and Convention Board (Moderator)

Scott Higgins is a hospitality professional of more than 10 years and has the pleasure of being the Director of Sales for the Valley Forge Tourism and Convention Board. A graduate of East Stroudsburg University, his career has led him through several hotels and allowed him to develop a strong understanding for the hospitality industry. In his current role, he oversees meeting sales efforts and works as a trusted advisor to those looking for a new and unique destination for their meetings and events. In his 6+ years with the organization, Higgins has worked with over 300 groups that have decided to make Montgomery County the home for their event. In 2020, he was named to Connect Corporate's 40 under 40. Scott lives in Montgomery County with his wife, son and dog.



Nan Marchand Beauvois, Senior Vice President of Membership and Industry Relations; General Manager, Educational Seminar for Tourism Organizations, U.S. Travel Association

Nan Marchand Beauvois is U.S. Travel Association's senior vice president of membership and industry relations. She is also general manager for U.S. Travel's Educational Seminar for Tourism Organizations (ESTO).

Prior to joining U.S. Travel, Marchand Beauvois was the executive director of the Pasadena Convention & Visitors Bureau, where she worked to brand the city as a year-round business and leisure destination, beyond the Rose Parade and Rose Bowl, in the competitive Los Angeles market. She concurrently led an aggressive sales program for the city's expanding convention center. Prior to working in Pasadena, she worked as the VP of Sales for Universal Studios Hollywood.

Marchand Beauvois has lent her skills to industry associations and has served as a member of U.S. Travel's IPW Planning Committee, the California Travel & Tourism Commission International Marketing Advisory Committee, the National Tour Associations Marketing Committee, the TTRA board and the Los Angeles Tourism & Convention Board Marketing Committee. She was also a long-term board member of CalTravel, where she served as chair in 2000-01, and was recently recognized as one of Successful Meetings' 25 Most Influential People in the Meetings Industry.

Marchand Beauvois studied political science/international relations and romance languages at the University of California at Los Angeles.



Beth Mauro, Senior Director of Client Services, AH

Beth Mauro joined AH in 2015, bringing 25+ years of association, meetings, publication and marketing management skills to the table. As Senior Director of Client Services, Beth is dedicated to creating high functioning teams that deliver superior service to client partners. Among her duties are Segment Leader for the Corporate and Entrepreneurial Segments and liaison to AH's 30+ meeting professionals. She

manages the annual AH Leadership Forum and is co-chair of the AH Foresight Committee. She recently served on the Seton Hall University Customer Experience Advisory Board for their Customer Experience Certificate Program offered through the Seton Hall University Stillman School of Business. Throughout her career, Beth has specialized in launching and reinventing meetings. Prior to her current role at AH, she worked with the Commission for Case Manager Certification to launch the CCMC New World Symposium and as Director of Meetings & Events for the Juvenile Product Manufacturers Association she led the relaunch of the JPMA Show, a hybrid event for trade and consumer attendees. Prior to joining AH, Beth served as Director, Event Marketing for FW Media, where she managed the marketing and creative teams responsible for a diversified portfolio of 35 trade, professional and consumer events. Her company Mauro Barry Communications provided consulting services to AMCs, trade associations and professional organizations on all facets of the meeting planning process from audience development to educational programming and logistical execution. She was the Director, Communications and Education for the Home Sewing Association in the early 90's. A former editor and freelance writer, she has contributed over 100 articles to trade and consumer publications.



John J. McNichol, President & CEO, Pennsylvania Convention Center Authority

John J. McNichol is President and CEO of the Pennsylvania Convention Center Authority (PCCA). With more than 1 million-square feet of meeting space in Center City Philadelphia, the Center is the economic driver of the region's hospitality industry, generating a regional economic impact of more than \$700 million annually. McNichol is responsible for the administrative oversight of the Authority and ASM Global, which manages daily operations. McNichol also interacts with a wide range of stakeholders, including the Philadelphia Convention and Visitors Bureau, Visit Philly, the Greater Philadelphia Hotel Association, the Commonwealth of Pennsylvania, customers, trade unions, and contractors.

John has played a leadership role at the Center since 2007, when he was appointed by the Speaker of the Pennsylvania House of Representatives to serve as a member of the Pennsylvania Convention Center Authority Board of Directors. His work ethic, experience and commitment to the success of the Center earned him the respect of his colleagues on the Board, who elected him to serve as the Board's vice chairman. In that capacity, he helped implement a range of Board initiatives designed to make the Center more attractive and friendly to customers including changes to the labor supply model, and the hiring of private management firm ASM Global to provide greater depth and breadth of experience in the operations of the Center.

As part of the transition to ASM Global, the Board of Directors called upon McNichol to serve in an expanded role as President and CEO of the PCCA, a position he has held since 2013. McNichol immediately worked to implement important administrative and operational changes, including the successful negotiation of a new Customer Satisfaction Agreement with four show labor unions. That agreement included the adoption of progressive new work rules and expanded exhibitor rights that have

made the Pennsylvania Convention Center more competitive resulting in record-setting growth in new business for the Center.

Prior to becoming President and CEO of the PCCA, McNichol served as a partner in the government relations firm of Greenlee Partners for 14 years. He also served in the capacity of managing partner for its affiliate political consulting company Keystone Strategies. Prior to joining Greenlee, McNichol served for six years as a Senior Vice President and Director of Government Affairs for Tierney Communications in Philadelphia and Washington, DC.

His background includes public service as legislative aide to a Member of Congress. In 1989, McNichol established and served as the first executive director of the Congressional Fire Services Institute, which is credited with increasing federal funding for first responders and legislation that has improved national standards related to fire safety. Under McNichol's leadership, the membership of the caucus grew to more than 450 members of the U.S. House of Representatives and the U.S. Senate – making it the largest legislative service organization in Congress.

John is proud to serve as a member of the PHLCVB Board of Directors, Philadelphia Sports Congress Board Executive Committee, Pennsylvania Tourism Partnership Steering Committee and the Reading Terminal Market Board of Directors. He is also a past Chairman of the Board of Rugby Pennsylvania – the state-wide league responsible for administering all youth and high school aged rugby across the state.

The Glen Mills resident is a graduate of Monsignor Bonner High School in Delaware County and received his bachelor's degree from Villanova University.



Kellie Mayrides, Client Success Manager, Event Strategy Group

Kellie Mayrides is a Philadelphia based event professional with nearly 20 years of experience working on events on a local and national scale. She works for Event Strategy Group, a full-service event, trade show and incentive program production agency, collaborating with clients to plan, manage, and optimize their event marketing strategy.

Prior to Event Strategy Group, Kellie worked in both event planning and sales and marketing roles at various hotels, venues and event suppliers, including serving as the Senior Director of Events at National Constitution Center and as an Account Executive for CORT Events.

Kellie has a degree in Communications from Elon University, a Marketing Certificate from the Wharton School of Executive Education at the University of Pennsylvania and is a Certified Meeting Professional

(CMP). She serves on the Board of Directors for MPI Philadelphia Area Chapter as the VP of Communications, is co-chair of the chapter's CMP Study Group committee and was named Supplier of the Year for the chapter for 2020-2021. Kellie resides in Philadelphia with her husband, daughter and two dogs.



Lee-Jung Kim, Service Design Experience Lead, Pfizer Biopharma Group

Lee-Jung Kim is a human-centered Designer. She founded a community innovation lab- Design Dream Lab where anyone with a giving heart can create an impact and dream of a better future. She currently serves as a Service Design Experience lead for Pfizer where she constantly pushes the boundaries of designing intentional and meaningful experiences. Lee has taught and facilitated numerous workshops on human-centered design and community building around the world. Lee loves building and fostering creativity through everyday experiences and finds joy in connecting dots with other fun-loving and joyful human beings.