

## Global Meetings Industry Day Speakers, April 11, 2024

**Edward D. Baten**  
**Complex General Manager**  
**W & Element Philadelphia**



Ed Baten is the Complex General Manager of W Philadelphia, a luxury hotel in Center City. Spending nearly three decades with Starwood and Marriott International, Ed joined the W Philadelphia team ahead of its 2021 opening. During his Marriott tenure, Ed has served as a driven leader of high-performance teams, which led to overseeing some of the brand's most high-profile properties including W Chicago, W New York - Times Square, and W Washington, D.C. Now calling Philadelphia home for the last five years, Ed has the daily pleasure of managing, mentoring, and inspiring the W Philadelphia team, providing guests and locals with a luxurious and serene hotel and spa experience in the heart of the city.

**Theresa J. Barrett, PhD, CMP, CAE**  
**Deputy Executive Vice President for the New Jersey Academy of Family Physicians and**  
**Vice President of Education & Meetings at Lutine Management**



Theresa J. Barrett, PhD, CMP, CAE, is a seasoned professional in meeting management and educational design within the healthcare sector. She is the Deputy Executive Vice President for the New Jersey Academy of Family Physicians and Vice President of Education & Meetings at Lutine Management, both located in Trenton, NJ. Dr. Barrett has over two decades of experience in organizing educational events and conferences for healthcare professionals. Her expertise encompasses a broad range of responsibilities, including comprehensive meeting planning and execution, educational design, communications, and marketing. Her role in these positions involves the strategic development and execution of educational programs and meetings designed to enhance the professional development of healthcare professionals.

Dr. Barrett's holds a PhD in Post-Secondary and Adult Education from Capella University, an M.S. in Instructional Media from West Chester University, and a B.A. in Communications from King's College. She is also a Certified Meeting Professional and Certified Association Executive, recertifying at multiple intervals throughout her career, underscoring her commitment to excellence in meeting planning and association management.

Dr. Barrett is a past president of the PCMA PHL and Senior Editor for Connections, the magazine for the PHL Chapter.

**Kyle Bixby**  
**Meetings and Exhibits Coordinator**  
**ASCRS**



Kyle is the Meetings & Exhibits Coordinator at the American Society of Cataract and Refractive Surgery (ASCRS). A graduate of Penn State University's School of Hospitality Management, Kyle knew that he wanted to make one of his favorite hobbies, event/party planning, a reality, and a career. Kyle's senior year was impacted by the COVID-19 pandemic, however, during that time, he remained resilient and passionate, hoping that one day, in-person events would reconvene. Kyle thanks PCMA for where he is today, "If it wasn't for the networking opportunities and connections, I made back at my first convening leaders in 2020, I would not be in the position I am today". After graduating from Penn State and before joining ASCRS, Kyle was hired by the American Association for

Cancer Research (AACR) where he began as an Exhibits Associate and was introduced into the world of exhibits and association meeting planning. Since then, Kyle has become more involved with the PCMA Greater Philadelphia Chapter and is currently the Social Media Chair. Kyle hopes to share his story and involvement with PCMA with current students, recent graduates, and those new to the industry.

**Tim Hines**  
**FCMO, Speaker, Author, Podcaster**



[Tim Hines](#), a.k.a. *The Marketing Starter*, is a CMO, keynote speaker, author, podcast show host, and consultant who helps people master the art of human-to-human (H2H) business and communications.

Tim specializes in harnessing the power of the entrepreneurial spirit to develop omnichannel marketing programs from the ground up. With nearly 20 years of experience, Tim has developed strategic marketing initiatives with many companies including AmTrav, Dialpad, Tribune Media, Ticketmaster, and the CIA.

Time will be the keynote speaker at Global Meetings Industry Day, and will also moderate the panel discussion.

**Erica Rudy**  
**University Programs Manager-Americas**  
**Hyatt**  
**Human Resources**  
*she/her/hers*



Erica has been with Hyatt since 2016 when she was attending Temple University's School of Sport, Tourism, and Hospitality Management. She started her career in Food & Beverage, completing two summer internships with Hyatt in San Antonio, Texas, and Monterey, California, and then started her post-graduate career in Hyatt's Corporate Management Training Program in Atlanta, Georgia. After spending her time as a Restaurant Manager and a Banquets Manager, she returned to her roots in Philadelphia at the pandemic-opened Hyatt Centric Philadelphia as their Executive Housekeeper. Now, Erica works on the University Programs team with Hyatt's Corporate Talent Acquisition team, serving the entire region of the Americas, in a full-circle moment hiring students for the same roles that started her hospitality career.