

**Erin C. Tierney**  
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A senior-level hospitality professional with international marketing, sales, tourism & event planning experience in high-profile destinations. Additional 3+ years experience in the entertainment management field. A detail-oriented self-starter with excellent research, teaching, organizational, communication, and people skills.

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## **PROFESSIONAL EXPERIENCE:**

**February 2012 – Present**

**Worldwide Events**

**Director of Sales, The Americas**

*Worldwide Events is a British Event company that designs elite Meeting & Incentive Forums around the world.*

- Developed and implemented strategic sales & marketing plans
- Created and designed Meeting & Incentive proposals tailored to a client's particular needs
- Planned and operated professional telemarketing sessions to establish a constant flow of sales leads.
- Instrumental role in research, site selection and recommendations for future forum hosts
- Initiated and developed online newsletter, direct mailings, and social media posts
- Collaborated with foreign offices on joint marketing, sales & research initiatives.
- Developed *strategic alliances* with industry colleagues & key destinations

**June 2006 – May 2007, January 2011 – November 2011**

**Tumlare Corp. - European DMC**

**Sales Manager, Meetings & Incentives**

*Developed and implemented strategic marketing & sales plans for the company's first Meeting & Incentive market division in the USA.*

- Developed and implemented strategic sales & marketing plans
- Educated clients on company services and European destinations via presentations
- Created and designed Meeting & Incentive proposals tailored to a client's particular needs
- Planned and operated professional telemarketing sessions to establish a constant flow of sales leads.
- Initiated and developed online newsletter and created & executed direct mailings.
- Attended industry events such as local MPI meetings, ITME, Trailblazers, MPI WEC.
- Collaborated with foreign offices on marketing, sales & research initiatives.
- Successfully increased number of proposals for the company from 3 per year to 70 in 10 months
- Developed *strategic alliances* with industry colleagues & key destinations

**October-November 2010**

**Project Coordinator for Visit London Sales & Marketing project**

Overall Project management for West Coast Sales Mission with weekly updates

- Logistic arrangements
- Event Management
- Destination Marketing

**February 2010 – October 2010**

**The International Golf Club & Resort**

**Director of Sales**

*Developed and implemented strategic marketing & sales programs designed to increase awareness and leads for the property with the Social and Corporate Meeting market segments.*

- Successfully increased profile of the company via sales calls, eblasts and online marketing
- Initiated a proactive lead generation system to track leads and establish follow up consistency
- Initiated client database and tracing system for the company
- Established weekly reporting system for sales/event managers
- Established weekly sales meetings and site tours of the facility
- Established Calendar of Events for 2010 and weekly event schedule
- Developed relationships with local cvb's and other industry suppliers
- Successfully negotiated contracts for Social and Corporate Meeting markets
- Initiated intern program and utilized students from state university

**March 2008 – September 2009****Greater Springfield Convention & Visitors Bureau/Massachusetts Convention Center Authority  
Convention Sales Manager**

*Assist the Director of Convention Center Sales in developing and implementing sales & marketing strategies, with the aim of increasing visitor numbers and destination knowledge of the region.*

- Planned and operated professional telemarketing sessions to establish a constant flow of sales leads
- Qualified 250+ convention leads for Springfield within first year and booked 2 conventions
- Successfully increased profile of the company via sales calls
- Attended industry events such as MPI, PCMA, ASAE.
- Educated clients on company services
- Created and designed Meeting & Incentive proposals tailored to a client's particular needs
- Initiated intern program in department and utilized students from local colleges
- Established strong professional relationships with clientele as well as cvb members
- Work closely with marketing team in Boston to execute tradeshow & direct mailing initiatives

**July 2003 – June 2006****VisitDenmark/ Wonderful Copenhagen Convention & Visitors Bureau  
Director Meetings & Incentives**

*Developed and implemented strategic marketing & sales plans designed to raise the profile of Denmark & Oresund Region and increase visitor numbers for the meeting and incentive market segments.*

- Wrote monthly sales, marketing & business reports for head office
- Executed 80-100 in-house presentations per year
- Organized & executed at least one group supplier sales blitz for Danish partners per year
- Tradeshow and event management/planning; including negotiations with hotels/venues, catering, booth preparation, marketing & budgeting.
- Planned and operated professional telemarketing sessions to establish a constant flow of sales leads.
- Coordinated and escorted buyers on 2-3 site inspection programs per year
- Developed online newsletter for the Meeting & Incentive clients in the US & Canada
- Created & executed direct mailings.
- Advertising: assisted in development of ad, budget, article preparation, working with writers, etc.
- Involved in industry/company committee's – Euromeet, Trailblazers, Love is in the Air
- Successfully increased number of leads to & profile of the destination via sales calls, Fam trips & tradeshow
- Created and initiated a lead system & developed an ongoing *productive network* of US Meeting & Incentive buyers in order to establish a constant flow of sales leads

**July 2002 – July 2003****Australian Tourist Commission  
Business Tourism Coordinator**

*Assisted the Business Travel Manager in developing and implementing strategic marketing plans and promoting Australia as an achievable destination for corporate meetings and incentive business*

- Raise Australia's Business Tourism profile and generate new business through marketing campaign and sales activity including advertising, trade shows & events, public relations and e-marketing via the Internet.
- Manage Australia's presence at ITME, MPI, Dreamtime, & ICPA. including booth preparation; recruiting buyers & trade, develop theming, create invitations; and onsite management of pavilion.
- Event management/planning including negotiations with hotels/venues, catering, organizing functions, and structuring of & budgeting events.
- Conducted sales calls with Incentive Houses & Meeting Planners. Created presentation and booked appointments.
- Source market intelligence and wrote content for ATC Business Tourism Market Profile. Gather data on confirmed business for Australia to maintain clear direction of business generated and opportunities.
- Develop content in conjunction with Advertising Agency for the 2003 BT Campaign collateral including a magazine supplement, motivational brochure and itinerary brochure.
- Coordinate and implement corporate end-user and incentive house site inspection programs to Australia.

**March 2001 – July 2002**

**Hong Kong Tourism Board**

**Marketing Executive**

*Assisted the Manager of Conventions, Exhibitions & Incentive Travel to develop and implement sales & marketing strategies to Incentive & Corporate clients, with the aim of increasing visitor numbers and destination knowledge of the region.*

- Tradeshow (Trailblazers, MPI, ASAE, PRIME & ITME) and event management/planning; including handling all logistics, negotiating with hotels/venues, catering, organizing functions, booth design concepts, coordinating registrations, ordering equipment and brochures.
- Assist in development of themed events, PowerPoint presentations, copy for invites & collateral, and design of corporate direct mail campaign & incentive price leader packages.
- Handled logistics for ITW (International Travel Workshop), and our bi-annual Familiarization trips. This included qualifying clients, coordinating registrations, and preparing itineraries.
- Extensive web experience. Use search engines and websites to research information for clients as well as for potential leads for the C&E department.
- Conduct market intelligence and help prepare and consolidate monthly report.

### **COMMITTEE INVOLVEMENT**

2023 – SITE Northeast VP Education

2022 – Present SITE Northeast Chapter Education Committee Member

2020 – 2021 SITE Northeast Chapter Sponsorship Committee Member

2020 – Present Isenberg School of Management Scholarship Committee Member

2015/16 MPI CT River Valley Chapter Immediate Past President

2014/15 MPI CT River Valley Chapter President

2015/15 MPI Young Leaders Task Force Member

2014/15 MPI Young Leaders Task Force Member

2014 - Present HTM Scholarship Committee

2013/14 President Elect for the Connecticut River Valley Chapter of MPI

2013-16 MPI Young Leaders Task Force Member

2013 Appointment to Academic Honesty Office UMass

2012/13 VP Education for the Connecticut River Valley Chapter of Meeting Professionals International (MPI)

2011/12 VP Membership for the Connecticut River Valley Chapter of MPI

2010 – Present HTM Scholarship Committee

2007 – 2019 MEMA/MPI Student Club Advisor

### **PROFESSIONAL ACCOMPLISHMENTS**

- CIS (Certified Incentive Specialist) June 2015
- Session Speaker for SITE Northeast April Chapter Meeting 2022
- Session Speaker at MPI World Education Conference August 2014
- Developed approved education content for CIC at M&I America's Forum 2014
- Creation of Student MPI Chapter 2014
- January 2013 Article written about me in the Wall Street Journal Financial Section
- August 2013 Awarded a spot in the HCC Adjunct Teaching Academy
- Worked with industry peers to develop the educational content for the 2012/13 MPI CRV Chapter. Content will include opportunities for UMass MEMA students to plan & operate a meeting for one of the future programs.
- 2011/12 & 2016/17 Outstanding Teaching Nomination (UMass)
- Attend a variety of Industry events throughout North America, including, but not limited to: M&I Forums, IMEX, MPI WEC, SITE meetings and more.
- Completed the CMP (Certified Meeting Professional) Certification Bootcamp in preparation for taking the Exam in the Winter of 2014.

### **EDUCATION:**

UNIVERSITY OF DUBLIN, TRINITY COLLEGE

Ph.D. 1996: Education w/focus on History

NATIONAL UNIVERSITY OF IRELAND  
UNIVERSITY COLLEGE DUBLIN

M.A. 1991: Twentieth Century Irish History

MANHATTANVILLE COLLEGE

B.A. 1990: Major-History, Minor-Economics

**TEACHING EXPERIENCE:**

**September 2007 – Present**

**Sr. Lecturer - University of Massachusetts at Amherst  
Isenberg School of Management, Dept of Hospitality and Tourism Management**

Courses taught: Convention Sales , Meeting & Convention Management , Special Event Management , Hotel Management & Operations, Entertainment Management

- Responsibilities include preparing lectures, research topics, examinations, grading homework/papers & facilitating discussions
- Assess students' progress and performance throughout the course
- Provide constructive feedback and guidance to students experiencing educational or personal challenges
- Maintain excellent classroom management skills
- Integrate multiple teaching styles to intensify the range of learning
- Invite industry leaders into the classroom for guest lectures
- Escort student to IMEX America Young Leaders Forum 2012 – Present in LV, Nevada
- Student club advisor

**RESEARCH/PUBLICATIONS 2012 - Present**

Contributors: Erin Tierney

Edited by: Linda L. Lowry

Book Title: The SAGE International Encyclopedia of Travel and Tourism Chapter Title: "Incentive Travel", 2017, SAGE Publications, Inc, City: Thousand Oaks, Print ISBN: 9781483368948, Online ISBN: 9781483368924

DOI: <http://dx.doi.org/10.4135/9781483368924.n234>

Print pages: 637-639

IMEX Americas 2015 Paper Presentation: Best Practices in Student Mentoring in the Events Industry, Erin Tierney, Ph.D.

MPI WEC 2015 Best Paper Award: Exploring Determinants of the Business Relationship between Destination Management Companies and Meeting Planners, Tiffany Jungyoung Shin, Miyoung Jeong, Ph.D., Haemoon Oh, Ph.D., Erin Tierney, Ph.D.

DMC (Destination Management Company) Research Project for IRF(Incentive Research Foundation)  
Co-Investigator  
April 2014 - Present

ICHRIE 2012 Summer Conference - Symposia

"Reviewing and developing the event management program from the perspectives of three stakeholders: students, educators, and industry practitioners" UMass Research Team

Ally Lee, Jung Koh, Elizabeth Cartier, Robin Back, Erin Tierney, & Miyoung Jeong

**COMPUTER SKILLS:**

Delphi, Cvent, ACT, Microsoft CRM, Ungerbock, Microsoft Office Suite, Jonas, Meeting Matrix, Social Media competency on Facebook, Twitter & LinkedIn, SEO experience

**CERTIFICATIONS:**

Delphi New Employee Training, Delphi BEO, Cvent University, CITI Research Protocol, CITI Human Subjects Research

**CURRENT PROFESSIONAL MEMBERSHIPS:**

MTA – Massachusetts Teachers Association – September 2007 to present

SITE (Society of Incentive Travel Executives) – April 2002 to present

MPI (Meeting Professionals International) – September 2002 to present

PCMA (Professional Conference Managers Association) – June 2015 - present