

**Erin C. Tierney, PhD, CIS**  
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**Sales - Operations - Special Events – Marketing – Customer Relationship Management - Project Management – Market Intelligence - Training - Risk Management – Recruiting - Coaching - Training & Development – Team Building – Event Facilitation – B2B**

Hospitality Sales, Operations, Education and Industry Advocate. Skilled in execution, strategy and design within the business events industry. Especially effective in bolstering sales development, closing new opportunities, planning and executing special events flawlessly, generating internal and external customer loyalty and coaching & training development.

Strengths include...

- **Efficiently handle multiple responsibilities in a fast-paced environment**
- **Leading and coaching new sales team members and college grads**
- **Applying strong analytical expertise to implement strategic plans**
- **Building sales & marketing processes to establish constant flow of leads**
- **Successfully increasing company profiles through strong professional relationships**
- **Generating internal and external customer loyalty**
- **Event facilitation & time management**
- **Providing client experiences that exceed expectations and drive repeat and referral business**
- **Outstanding interpersonal, presentation and communication skills**
- **Extensive committee involvement**

Ph.D. History/Teacher Education, University of Dublin, Trinity College.  
M.A. History, National University of Ireland  
B.A. History, Manhattanville College

## **Professional Experience**

**February 2012 – Present**

**Meeting & Incentive Forums - Director of Sales, The Americas**

*Meeting & Incentive Forums are run by Worldwide Events, a division of Big Worldwide – a global travel, technology, events and media company. M&I Forums create and execute elite industry specific forums around the world.*

Develop and implement strategic sales & marketing plans, client proposals, forecasts, reports, marketing, branding, performance improvement, business plans and industry alliances. Participate in sales calls, site inspections and event operation. Drive repeat business and client referrals to deliver revenue, growth and measurable results. Maintain research on competition regarding marketing, sales strategies, and event capabilities.

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

**Tumlare Corp. – National Sales Manager, Meetings & Incentives**

*A European Destination Management Company in the business of multicultural communication and bringing diverse people together in the travel and events industry.*

Developed and implemented strategic marketing & sales plans for the company's first Meeting & Incentive market division in the USA. Provided client experiences that exceeded expectations through proposal development tailored to each client's particular needs. Initiated strategic alliances with Industry colleagues & key destinations.

**February 2010 – October 2010**

**The International Golf Club & Resort - Director of Sales**

*A family owned and operated golf club & resort with a boutique lodge, signature restaurant and two golf courses.*

Successfully increased the profile and bookings of the company through a strategic marketing & sales for the Social and Corporate Meeting market segments. Initiated proactive lead generation system to track leads, established weekly reporting system, weekly sales meetings, and curated local partnerships with area vendors. Conducted venue site tours and execution of on-site events.

**March 2008 – September 2009**

**Greater Springfield CVB/Massachusetts Convention Center Authority - Convention Sales Manager**

*An organization focused on growing tourism and promoting the Pioneer Valley region as a year-round destination for conventions, meetings, group tours and leisure travel.*

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. Worked closely with marketing team in Boston to execute tradeshow & direct mailing initiatives. Qualified clients, prepared proposals and gathered market intelligence for the destination.

**July 2003 – June 2006**

**VisitDenmark/ Wonderful Copenhagen Convention & Visitors Bureau - Director Meetings & Incentives**

*National Tourist Board promoting and developing business tourism to the destination.*

Core role included developing, marketing, managing and implementing a strategic plan for the North American business events market. Generated monthly sales & marketing reports, executed over 100 in-person sales presentations per year, coordinated and operated several destination site visits per year and oversaw tradeshow and event management planning for the destination and its partners, including negotiations with hotels/venues, catering, organizing functions, and structuring of & budgeting events.

### **Teaching Experience:**

**September 2007 – Present**

**University of Massachusetts at Amherst – Lecturer, part-time**

**Isenberg School of Management, Dept of Hospitality & Tourism Management**

Courses include: Sales, Meeting & Convention Management, Event Management, Hotel Management & Operations, Entertainment Management, Introduction to Hospitality & Tourism Management, Lodging Operation and Money Management. Faculty sponsor for: Independent Studies, Student Internships, Honors Projects and student MPI Club.

Responsibilities include preparing lectures, examinations, projects, guest speakers and grading assignments and assessments. Provide constructive feedback and guidance to students throughout each course. Maintain excellent classroom management skills and integrate multiple teaching styles to intensify the range of learning.

**September 2012 – 2015**

**Holyoke Community College**

Courses include: Introduction to Hospitality & Tourism, Money Management (online), Lodging Operations

Responsibilities include preparing lectures, examinations, projects, guest speakers and grading assignments and assessments. Provide constructive feedback and guidance to students throughout each course. Maintain excellent classroom management skills and integrate multiple teaching styles to intensify the range of learning.

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**