

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.

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, Global Business RAP Seminar

- 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
- Member of Isenberg Scholarship Committee
- Member of HTM Scholarship Committee

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

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 – Euromet, 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, 2024 & 2025 – 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

COMPUTER SKILLS:

ChatGPT, AI, 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