

New 2022 CEMA Advisory Board Will Focus On Redefining What's Possible In A Dynamic Events Landscape

Roseville, CA, December 1, 2021 – Celebrating 32-years of service to the events industry, Corporate Event Marketing Association (CEMA) today announced its new 2022 Advisory Board. Under its direction, CEMA will continue to create industry-leading educational content and high-impact professional networking opportunities, while driving groundbreaking thinking to help advance the events industry.

The 2022 CEMA Advisory Board members comprise senior event marketing executives from marquee brands:

- **Chairman:** Paul Coulter, Priority Concepts Group
- **Vice Chairwoman/Chairwoman Elect:** Colleen Bisconti, VP Events & Experiences, IBM
- **Immediate Past Chairwoman:** Stacey Kashubeck, Sr. Director, Event Marketing – Strategic Events, Salesforce
- **Secretary:** Richard Steinau, VP WorldStage

Newly elected Advisory Board Members at Large:

- Courtney Bales, Chief of Staff, Global Events & Oracle Studio, Oracle
- Bridgette Birdie, Sr. Global Events Lead, Cisco
- Kathleen Castallic, Sr. Director, Global Event Marketing, Splunk
- Stephanie Maragna, VP Corporate Marketing & Events, Sage
- Gary Murakami, Vice President of Sales & Industry Relations, Teneo Hospitality Group
- Ben Nazario, Chief Growth Officer, MC-2
- Dan Shuman, Global Account Executive, Global Sales Organization, Marriott International

Advisory Board Members completing the second year of their two-year term:

- Amy Walter, Head of Field Marketing & Event Strategy, Atlassian
- Karen Galatis, Event and Marketing Strategist
- Julie Lynch, Head of Global Events, F5
- Gordon Stake, Event Marketing Partners
- Karen Cooper, Sr. Manager, Event Marketing, Poly

“Our new Advisory Board represents CEMA’s strongest leaders, most creative innovators and most skilled event strategists – all uniquely positioned to guide us as we evolve our roles and hone new skills to drive compelling attendee experiences,” said CEMA Executive Director Kimberley Gishler.

Members of the new CEMA Advisory Board will be on-hand at the upcoming PCMA Convening Leaders 2022 conference, Monday January 10 and Tuesday January 11 at CAESARS FORUM in Las Vegas. This will be the first year Convening Leaders features CEMA-specific programming. To learn more, visit <https://conveningleaders.org/registration/cema/> .

About CEMA

The Corporate Event Marketing Association (CEMA) is the eminent community for senior event executives, association peers and industry partners and is an integral component of the Professional Convention Management Association's (PCMA) brand collective. CEMA promotes professional networking opportunities, facilitates peer-to-peer knowledge sharing and drives industry standards. Through strong relationships with strategic partners, CEMA fosters both finding innovative solutions to business issues and continuous focus on members career growth. For more information, please visit <http://www.cemaonline.com>.

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