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PROFESSIONAL PROFILE:

Over 20 years of professional event planning, meeting management, project management, and program management supporting widely diversified industries and organizations. Areas of expertise include:

- Project Management in Implementation services, e-Business: A diversified background in technology (8 years)
- Management of teams and staff ranging from 6 to 100 members. Also management of virtual teams.
- Experience in working with Strategic Teams and working in Executive Level Positions.
- Meeting Planning, Destination Management, and Travel and Itinerary Planning
- Corporate, Convention, and Strategic Planning and Management (20 years)
- Fund Raising, Special and Sporting Events
- Complete event planning and management including theme design, decoration, facilities selection, catering, and catering for formal to casual events
- Entertainment Planning including Live Music and Thematic Events
- Volunteer Recruiting and Corporate Sponsorship Solicitation/Coordination
- Organizational Development, Staffing, Contract Negotiation, and Business Administration
- Budgeting, Forecasting, Strategic Planning, and Strategic Business Alliance Development
- Governmental Lobbying

DESIGNATIONS

Certified Meeting Professional (CMP) 1996 - Convention Liaison Council

Re-certified (CMP) 2001

Re-Certified (CMP) 2006

Associate's Certificate of Project Management 2005 – George Washington University

Certification in Meeting Management (CMM) 1999 - Michigan State University (Master's Program)

Certification in Commercial Contracts 2000 - George Washington University

Certification in Managing Projects in Organizations 2001 – George Washington University

Certification in Risk Management 2001 – George Washington University

Certification in Scheduling and Cost Control 2005 – George Washington University

Certification in Quality management 2006 – George Washington University

Certification in Project Leadership, Management and Communications 2006 – George Washington University

Certification in Project Applications 2006 – George Washington University

Master's Certificate in Project Management 2006 – George Washington University School of Business

***Project Management Professional (PMP) certification by PMI.** July 2006.

EDUCATION

Bachelor of Arts, Biological illustration; Tulane University, Newcomb College - New Orleans, Louisiana. 1982

Graduate Studies, Loyola University, New Orleans, Louisiana. 1983

Master's Certificate in Project Management 2006 – George Washington University School of Business

Associate Certificate of Project Management – George Washington University and Project Management Institute. 2005
CMM, Certified Meeting Professional – Master’s Program, Michigan State University – The Eli Broad Graduate School of Management and the Office of Executive Development Programs and Meeting Professionals International, Michigan, 1998
CMP, Certified Meeting Professional – Convention Liaison Council, Washington D.C., 1996
CMP, Re-certified – Convention Industry Council, Washington D.C., 2001
CMP, Re-certified – Convention Industry Council, Washington D.C., 2006
PMP, Project Management Professional – Project Management Institute, Newton Square, PA, 2006

TECHNOLOGY PROFICIENCIES

MICROSOFT PROJECT, EXCEL, POWERPOINT, WORD, OFFICE, WINDOWS, FRONT PAGE, PUBLISHER, ADOBE, VISIO 2000, MICROSOFT MONEY, ASP PLATFORMS – SQL BASED AND VIRTUAL TEAM MANAGEMENT

EXPERIENCE HIGHLIGHTS

2005-present

Adjunct Speaker and Panelists University of New Orleans Business Schoop – New Orleans, Louisiana

Regular speaker and panelist for the entrepreneurship program executed by Dr. Kenneth Lacho for undergraduate and graduate students. Topics include: “Marketing: Unlocking the Potential – Creating an Effective Marketing Plan”, “Adversity – Creating Opportunity When No One Else Can See It”, “Disaster Recovery: Creating the Plan”, “Breaking the Glass Ceiling and Holding”

2004-2006

Meeting Professionals International/ Dallas Fort Worth Chapter - Dallas, Texas

Certified Meeting Manager Chapter Champion for Texas and Louisiana. 2004-2006. One of 20 CMMs worldwide appointed to travel and speak in the Texas and Louisiana areas to promote the awareness and education of the CMM program as it relates to businesses.

2004-2007

Meeting Professionals International – Dallas, Texas

Meeting Professional International Awards Committee Appointment. 2004-2007. One of 12 chosen for a two year term to serve the international organization in making recommendations and decisions on recipients of the international awards awarded in the industry.

2004 to Present

Meet Your Market, LLC – New Orleans, Louisiana

CEO, President, Partner

Partnered with Frank B. Stewart, Jr. of New Orleans to re-organize and to move Meet Your Market, LLC from Dallas to New Orleans. Primary Partner responsible for all Business issues and Development concentrating on legal, financials, and forming strategic alliances and partnerships toward the growth of the company.

2004 to a Present

Stewart Capital, LLC – New Orleans, Louisiana

Chief Administrative Officer, Marketing and Business Development

Responsible for all marketing, business development, office management, and

personal affairs as associated with Mr. Frank B. Stewart, Jr. of New Orleans. Primary project is “*The Stewart Lodge at Steelwood*” and Meet Your Market, LLC. Developed, designed, implemented, and managed the entire marketing campaign and website for “*The Stewart Lodge at Steelwood.*”

2002 to 2004

Meet Your Market, LLC – Las Colinas, Texas

Chief Executive Officer, President (Founder)

Founded the company in February 2002. Responsible for all Business issues and Development concentrating on legal, financials, and forming strategic alliances and partnerships toward the growth of the company. Developed and founded “MarketsMaster.”

2001

Meeting Professionals International - Dallas, Texas

Nominated for International Board Position

Requested to submit application for International Board of Director's Appointment for slate Nomination. Currently serving on the International SIG Advisory Council of Meetings Professional International.

2000-2002

Texas Physical Therapy Association - Austin, Texas

Director of Meetings and Education

Design, implement and manage registration for the trade show, magazine publication, ad sales, production, and survey analysis. Implemented emarketing and virtual trade show with actual trade show. Responsible for all marketing strategies/programs and planning of entire tradeshow and registration for conference. Supervise and manage all staff and volunteers at events. Prepare annual budgets, cost analyses, final function reports, and annual budget reports.

2000 to 2001

Genuity - Irving, Texas

Project Manager, e-Business

Managed solution complex hosting technology projects for large accounts. Worked with account executives, engineers and other functional departments to guide customers through the scope definition process. Responsible for project planning and tracking, risk management, resource management, vendor management and regular project status reporting to the customer and Genuity Senior Management. December 2000 awarded the “*Above and Beyond Award*” by David E. Scott, Vice President Implementation Services; Keith Drum, Director Implementation Services; and Janet Dunning, Regional Manager Implementation Services.

1998 to 2000

Texas Grain and Feed Association - Fort Worth, Texas

Director of Meetings and Education

Design, implement and manage educational programs, the annual conference, trade shows, magazine publication, ad sales, member directory production, and survey analysis. Responsible for all marketing strategies/programs and planning of all meetings. Supervise and manage all staff and volunteers at events. Prepare annual budgets, cost analyses, final function reports, and annual budget reports.

1999 to 2000

Richland College - Richland, Texas

Travel and Exposition Meeting Management Faculty

Taught the “*Introduction to Meeting and Convention Management*” course.

1994 to 1998

Jennie McNeill Enterprises, L.L.C. - New Orleans, Louisiana

President & Owner

New business startup and daily operations management of a meeting planning and destination management company. Provide comprehensive corporate and convention planning services including fund-raising, special events, meeting planning, and sporting events for up to 5,000 participants.

1998 to Present

Lobbyist and Team Leader, Meeting Professionals International

Serve as Meeting Professionals International (MPI) Lobbyist and Team Leader representing Louisiana and Mississippi concerning hospitality industry legislative issues.

1996 to 1998

MPI's founder and President of the Louisiana Chapter of MPI

1996 to 1999

Founded and operated the Virginia H. McNeill Cancer Foundation supported by Tulane Cancer Center.

1997 to 1998

Orleans Private Industry Council (OPIC) - New Orleans, Louisiana

Mayoral Appointee

Appointed by Mayor Marc Morial for a three-year term to serve on a 20-member board comprised of private industry and public agencies.

1998 to 1999

Regulatory Fairness Board - Washington, DC

International Appointment

Nominated by Senator Mary Landrieu for position as one of a five member regional advisory board statutory created to advise the National Ombudsman of the Regulatory Fairness Program. Resigned from the program due to moving out of state.

Marketing and Business Roll Outs Samples

Artisan Mortgage,LLC: Metairie, Louisiana

Responsible for developing, facilitating, creating, writing, implementing, and managing of the strategic development of the business and marketing plans. MYM remains as a consultant and management team for all marketing and business development needs.

Wrtrerrific Publishing: Carlsbad, California

Responsible for the branding, sales and marketing of the book “*What to Do When a Loved one Dies*” by Eva Shaw. Meet Your Market, LLC is the exclusive marketing company of this book.

Meet Your Market, LLC: New Orleans, Louisiana

Responsible for the design, implementation and management of new company marketing roll out scheduled for 2005. Negotiated all contracts with vendors and managed accounts. Created and worked with teams of professionals to complete total project. Responsible for creating and implementing business and marketing plans. Established infrastructure and establishment of staff.

Stewart Lodge at Steelwood, LLC: New Orleans, Louisiana

Responsible for the development, design and implementation of the marketing and ad campaign for the roll out of the Stewart Lodge at Steelwood. Negotiated and secured contracts for entire program (18 months). Meet Your Market, LLC has been hired as the exclusive meeting planning company to promote and

manage the lodge and to produce all events associated with the lodge.

Technology Projects Samples: Implementations, Project Recoveries, Pilots, and Roll-out Programs

Stewart Enterprises - Dallas, Texas

Lead Program Manager for custom designed software “MarketsMaster” which is currently ongoing. Project consisting of the implementation, execution, and ongoing support of Complex web hosting account involving the implementation of Software in Beta format progressing to GA, Database Clusters, web servers, etc. In addition, designed, implemented, trained and managed the development of the customer care center to support the product. Beta testing will consist of 100 licenses and will eventually roll out nationwide to over 5,000 licenses.

Major Medical Company: Guidant - Temecula, CA

Lead Project Manager for Genuity on nine month project consisting of the implementation, execution, and ongoing support of Complex web hosting account involving the implementation of Software in Beta format progressing to GA, Database Clusters, web servers, etc. This account consisted of 9 Scope changes and the migration of an existing server. The site was successful in its implementation and went live. This was designed as a pilot program for seven hospitals. Upon successful completion of the pilot program, the roll out program will consist of hospitals both nationally and internationally. Customer Satisfaction Survey score was a perfect 10 for project management.

Major Oil Company: BP/Amoco – Chicago, ILL

Lead Program/Project manager for Genuity on the pilot program. Lead the Development team on the design of the pilot program and roll out program. Lead a team of individuals including engineers, sales, and project management to develop a proposal for the rollout program. The pilot program consisted of three test sites, while the rollout out program could consist of 15,000 sites both national and international. Genuity was successful in securing the program.

Dot Com Company: Appointmentzone.com

Lead Project Recovery Manager for Genuity for Appontimentzone.com. Recovered and generated new business and relationship between Genuity and Customer. Responsible for listening, assessing, and researching information and facts concerning the dissatisfaction of the customer. Also, responsible for the creation, implementation, and management of the recovery plan. Mediated between all parties to achieve swift resolution. Result: Won back customer and customer increased service. Received an award and recognition for work on this project.

Insurance Company: Aon - Chicago

Lead Recovery Project Manager for Genuity to identify and find resolution to an existing technical issue. Formulated and lead a team of engineers to research and resolve a critical technical issue which could have had a tremendous financial impact on the corporations secured technology infrastructure. Issue if left unattended could have opened up the entire company’s VPN (virtual private network) to hackers. Issue was identified and resolved. Received an award and recognition.

Sample Awards and Recognitions:

2004-present. Member of Vistage International, Jefferson Chamber, New Orleans Convention and Visitors Bureau, Junior Achievement, Meeting Professionals Internationals, World Trade Center, Rotary Club of New Orleans, Louisiana Technology Council, Project Management Institute, Better Business Bureau, Mobile Convention and Visitors Bureau.

2007- present Committee member Saks Fifth Avenue Key to the Cure.

Appointed to be a member of the Sponsorship committee benefitting the Cancer Research Programs of Tulane Cancer Center and LSUHSC's Stanley S. Scott Cancer Center on behalf of the Louisiana Cancer Research Consortium.

2007 –present. Jefferson Chamber of Commerce. Appointed to the **Educational Committee** and **Governmental Affairs Committee.**

2006-present. Junior Achievement for New Orleans. Appointed as the **Executive Vice President of Marketing and Communications.** Also, appointed to chair the **“Committee for the Feasibility Study and White Paper Project**

March 2005. City Life publication “Women Change America” selected as 1 of 6 highlighted in the March issue magazine.

2006. Junior Achievement for New Orleans. Appointed to the **Executive Strategic Planning Committee of the Board of Directors.**

2005-present. Junior Achievement for New Orleans. Appointed to the **Executive Committee of the Board of Directors.**

2005-present Junior Achievement for New Orleans. Appointed to the **Board of Directors.**

2004 Magic 109 Leading Women in Business. One of 50 chosen to be honored at a luncheon sponsored by Hiller's Jewelers and highlighted on the radio station for four weeks.

2004-present Host Organization Committee of the 2007 Rotary International Conference. One of 12 selected to implement, manage and produce the 2007 Rotary International Conference to be held in New Orleans.

2004 – present Better Business Bureau for New Orleans. Appointed to the **Board of Directors.**

2004 – 2007 Meeting Professional's International Awards Committee

Appointment. One of 12 members of MPI chosen to develop and administer MPI's awards program designed to recognize outstanding achievement by MPI members and chapters. Also, responsible for weaving in criteria for all awards and messaging during award presentations in support of MPI's strategic plan.

January – December 2004 CMP Study Group Chairman for the Dallas Fort Worth Chapter. Taught study group program for 10 weeks. Also, taught **CMP**

University (3 day test preparation class). Chairman elect for the 2003 program.

December 2000 awarded the "*Above and Beyond Award*" by David E. Scott, Vice President Implementation Services; Keith Drum, Director Implementation Services; and Janet Dunning, Regional Manager Implementation Services of Genuity.

1997 YWCA Role Model of the Year. One of 25 Business Women recognized for their Leadership roles in Business in New Orleans.

Nominated for the Points of Light Foundation's *Excellence in Community Service Award*. 1997, 1998

Nominated for the *President's Service Award*, 1997, 1998

MS Leadership Circle, 1995 - 1998

Recipient, 1996 MS Leadership Circle Award

Recipient, 1995 MS Leadership Circle Award

One of fifty business professionals chosen by the Board of Directors to receive this award for "outstanding contribution to the business, civic, and cultural betterment of our city."

Recipient MPI's 1998 International Tomorrow's Leaders Award. 1997 - 1998

Education & Professional Development Committee for Professional Convention Management Association. 1996 - Present

Local and State Board Member. 1994 - Present

Meeting Professional International (MPI) Special Interest Group (SIG) -

Independent Member of Special Interest Group Advisory Council representing Independent Meeting Planners. 1997 - 2000

Meeting Planners' Workshop/MPI Informational Meeting, Baton Rouge, LA.

Guest Speaker (Volunteer) on behalf of MPI Louisiana Chapter. March 1998.

Topics presented: "*Membership in MPI*," "*Budgeting Basics*," "*The Art of Negotiations*," "*How to Deal with Difficult People*."

Founder & President of the Louisiana Chapter of MPI (Meeting Professional International). Spearheaded formation of Louisiana Chapter (chartered January 1997) and served as Charter President (June 1997 - July 1998)

Finalist for the MPI's 1997 International Planner of the Year Award. 1996 - 1997.

Speaker for MPI South Florida Chapter Meeting, Ft. Lauderdale, FL. Presentation topic: "*Finalizing Negotiation*." **Voted best educational program 1996 - 1997**

Faculty Member/Speaker for Meeting Professionals International. Selected to serve as a speaker on the MPI faculty, Institutes I & II. Topics: "*Beginning and Intermediate Negotiations*" and "*Budgeting Basics*." November 1996

Executive Committee Council Member, New Orleans Chamber. 1996 - 1998

Executive Committee Member of the Small Business Council for the Louisiana Chamber. 1997 - 1998

New Orleans Chamber Committee Member School-to-Work Program. 1995 - 1998

New Orleans Chamber Educational Committee Member. 1995 - 1998

Alternate Appointee to O.P.S.B. Oversight Committee. 1996

Meeting Professionals International (MPI) Meeting Industry Legislation in Action Day, Washington, D.C. *Lobbyist and Team Leader* representing Louisiana and Mississippi. March 1998

Private Industry Council -- New Orleans, LA. Appointed by Mayor Marc Morial for a three-year term to serve on 20-member board from private industry and public agencies. September 1997 -2000.

New Orleans Metropolitan Convention and Visitors Bureau **Governmental Affairs Committee** - New Orleans, LA. 1998

Washington Fly-In - chosen as one of 8 business leaders by Chamber of Commerce, New Orleans and River Region. Represented the New Orleans hospitality industry on legislative issues that affect the State of Louisiana, Washington, D.C. September 1997

Memberships:

Meeting Professionals International
Jefferson Chamber of Commerce
Vistage International CEO Organization
Better Business Bureau of New Orleans
New Orleans Convention and Visitors Bureau
Rotary of New Orleans
World Trade Center
Louisiana Technology Council
Project Management Institute
Better Business Bureau
Mobile Convention and Visitors Bureau

References and Other Achievements are available on request