

Carol A. Galle
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Summary: Experienced senior leader and communicator who built a multimillion-dollar national event management agency. Performance driven, able to manage multiple priorities, make effective decisions, and manage projects on time and within budget. Outstanding communicator, able to interact and influence at the most senior levels of an organization and to work collaboratively across functions, levels and departments toward shared objectives. Responsive, accountable and ethical.

Experience: 1992 – Present
Special D Events, Detroit, MI

2006 - Present
The Anniversary Company (a division of Special D Events), Detroit, MI

Co-founder, President and CEO. Responsible for the organization's strategic direction, core values and culture. Manage the senior leadership team, a staff of up to 15, a nationwide network of independent contractors and key relationships with major clients and suppliers. Execute the organization's internal and external communications, marketing, social media and advertising. Establish and implement operational policies and procedures. Clients include global corporations, national associations and foundations, as well as local nonprofits.

As a **Meeting/Event/Convening Manager**, plan and execute high-profile events for key accounts such as The Kresge Foundation, Nielsen, The W. K. Kellogg Foundation, Schneider National, Hope Starts Here, Comerica Bank, ACLU-Michigan, etc. Responsible for meeting design, budgets, timelines, venue and supplier sourcing and management, registration, logistics, transportation, marketing, sponsorships, exhibits, volunteers, crisis planning, VIP handling, post-event analysis and more.

As an **Anniversary Consultant**, design and execute year-long anniversary campaigns to help clients strategically celebrate their business milestones (50th anniversary, 75th anniversary, centennial, etc.) Campaigns are designed to further the organization's business goals and target all relevant stakeholders including employees, retirees, local community, civic leaders, recruits, investors, media, suppliers, customers and more.

Serve as liaison and/or leader with national business or events industry groups and Detroit community organizations such as the Entrepreneur's Organization/EO, Senior Planner Information Network/SPIN, Detroit Regional Chamber, Detroit Metro Convention & Visitors Bureau, Detroit Events Council, Michigan Society of Association Executives, and Meetings Michigan and the Live Events Coalition.

1989 - 1992
Sandy Corporation, Troy, MI

Writer and Editor. Wrote and edited corporate communications (magazine articles, newsletters, speeches) for internal and external General Motors publications.

1983 - 1989
General Motors, Warren, MI

Education and Training Assistant. Coordinated internal and external training programs on topics such as situational leadership, conflict resolution, interpersonal communication, etc.

Leadership: Co-Founder, Detroit Events Council (2017-Present)
Co-Founder & Past Board Member, University Event Planners (2015-2018)
Member, Entrepreneurs Organization (2017-Present)

Awards: BizBash Magazine Top 1000 Event Professional (2019)
Corp! Magazine Most Valuable Professional Award (2018)
Senior Planner Information Network 40 over 40 Award (2018)
Lynne Shivers Leadership Award (2017)
Michigan Meeting + Events Hall of Fame (2013)

Published Works: Co-author - Convenings 2.0: Connecting adult learning, communication strategies and event logistics to build stronger relationships - Research study and publication for the W. K. Kellogg Foundation

Certifications: Certified Meeting Professional (2005-Present)
WBENC - Women's Business Enterprise National Council (1992-Present)
Virtual Event & Meeting Management Certificate - Event Leadership Institute (In Process)

Education: B.A. Communications
Oakland University
Rochester, Michigan

Additional Skills: Entrepreneurial Operation System (EOS), Basecamp, SmartSheet, HubSpot, Hootsuite, Quickbooks, Cvent, Aventri