



Cari A. "Cas" Strouse, CMP, CMM

President & Owner

prior work experience

Meetings, Events & Tradeshow Director

CH2M HILL (www.ch2m.com)

Denver, Colorado

November 1998 – November 2014

- Supervised a six-person team of planners, delivering full-service project management to approximately 200 events annually:
 - Training programs (60 percent of total events)
 - Operational and sales meetings (5 percent of total events)
 - Leadership and networking summits (20 percent of total events)
 - Special events and conferences (5 percent of total events)
 - Board of Directors meetings and retreats (10 percent of total events)
- Launched the team's enterprise-wide strategic meetings management (SMM) program, including:
 - Centralizing global event planning
 - Gaining approval and support from executive leadership and stakeholders
 - Capturing visibility into and reporting event metrics
 - Optimizing cost savings, while mitigating risk
 - Integrating formal procurement and project management practices
 - Selecting technology providers and automating processes
- Developed a new sourcing and RFP system based on industry and procurement best practices; both tactics contributed to annual cost savings between 18 and 21 percent (annual spend in the seven-figure range)
- Crafted policies for hosting events in non-U.S. countries and directly managed programs in Europe, Japan, Latin America and the United Arab Emirates (approximately 25 international programs annually)
- Initiated "branded" events, partnering with the Marketing department to create and deploy consistent brand solutions across all events
- Expanded the team's services to clients outside the company, both as a source of revenue to the company and to support associations important to company strategy:
 - Delivered approximately 5 external events annually
 - Saw extreme success from a 200-person educational conference and tradeshow for attendees from 25 countries
- Served as enterprise lead and project manager for the company's largest event to date—a highly publicized Democratic National Convention sustainability fair and a Willie Nelson concert for 2,300 high-profile attendees

accolades and awards

- Colorado Meetings & Events Hall of Fame (2009)
- Meeting Professional International's Rocky Mountain Chapter Planner of the Year Award (2009)

certifications and education

- Bachelor of Arts in education from the University of Northern Colorado, in Greeley, Colorado
- Certified Meeting Professional (CMP) from the Convention Industry Council (2005)
- Certification in Meeting Management (CMM) from Meeting Professionals International (2006)

involvement

- Director of Monthly Programs, Vice President of Education and Vice President of Finance for Meeting Professionals International's Rocky Mountain Chapter (2005 - 2011)
- Member of Meeting Professionals International's Rocky Mountain Chapter (current)
- Member of Professional Convention Management Association's Rocky Mountain Chapter (current)
- President of Celiac Support Group's Denver Chapter (current)

features in industry publications

- Buchanan, John. "A Renewed Commitment to Planners – How Destination Hotels & Resorts is trying harder to win meetings business." *Corporate & Incentive Travel*. August 2014: 12-16. Print.
- Buchanan, John. "Going strategic: the evolution of SMM from passing fancy to widespread reality." *Corporate & Incentive Travel*. October 2013: 12-15. Print.
- Buehler, Beth. "Best of 2009 Hall of Fame." *Colorado Meetings + Events*. Spring 2009: 48-52. Print.
- Powell, Stephanie. "Here to stay or gone tomorrow? How global meetings and events trends relate to business in the Centennial State." *Colorado Meetings + Events*. Fall 2008: 48-51. Print.

industry speaking engagements

- Member of advisory panel. Multiple topics. Destination Hotels & Resorts Spring Advisory Council for Planners. Scottsdale, Arizona (2014)
- Member of education panel. Topic: SMM: Succeeding with Mid-Sized Programs. Annual PCMA Convening Leaders Conference. Orlando, Florida (2013)
- Guest presenter for a collegiate convention sales class. Metropolitan State University of Denver's Hospitality, Tourism & Events Department Denver, Colorado (2011)

Contact us today!

(Talk is free—our rates don't apply until we have a written agreement in place.)

cas strouse & associates
CORPORATE MEETINGS AND EVENTS

event success *is* business success

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