



Christy Lamagna, CMP, CMM, CTSM
ENTREPRENEUR

Christy is the Founder and Chief Strategist of Strategic Meetings & Events, which specializes in producing events that achieve clients' marketing and sales goals. With an ability to see the big picture while simultaneously understanding events down to the minutia, Christy's ability to create, market and execute programs has made her a leader in the industry. When Christy joined the meetings industry 27 years ago, event planning was a concept more than a recognized profession.

A former Vice President of a Fortune 20 company and a member of five start-up organizations, Christy has built successful marketing, event, travel, and tradeshow, departments for companies while simultaneously helping them create or strengthen their brands and the infrastructure that supports them.

Christy is a nationally recognized, award-winning strategic planner and entrepreneur, writes for multiple industry publications, speaks at conferences worldwide, has a private coaching practice and has taught event and meeting management classes at a college level for 10 years and is working on an industry textbook focusing on the science of strategic planning. She speaks at industry events whenever possible as a way of giving back to the profession that has given her 27 years of career satisfaction.