



## Michael New MMPI Senior Marketing And Strategy Director

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MMPI has appointed Nancy Michael senior marketing and strategy director for the gift and home décor industry.

In her new role with the trade show and property management firm, Michael will be based in Chicago working directly with Trisha Schultz, marketing director and the entire Chicago market team, as well as coordinating and leveraging marketing activity across MMPI locations in Los Angeles, Chicago and New York. Michael will work with the management teams for the California Gift Show, The Chicago Market and 7 W in the development, coordination, and implementation of advertising, special events, public relations, websites, direct mail programs, sponsorships, mailing lists, buyer relationships, directories and trade show cross-marketing for the industry.

Before joining MMPI, Michael served as Tag, Ltd., director of marketing.

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