



Published on *HFN*

(<http://www.hfnmag.com>)

[Home](#) > MMPI Appoints Senior Marketing and Strategy Director

MMPI Appoints Senior Marketing and Strategy Director

By *Michael Gambardella*

Created 2010-12-15 12:31



[Nancy Michael](#) [1]

Nancy Michael

CHICAGO—Merchandise Mart Properties Inc. has appointed Nancy Michael senior marketing and strategy director for the gift and home decor industry, effective Jan. 3, 2011. In her new role, 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 all three locations: Los Angeles, Chicago and New York.

Michael, who reports to Joan Ulrich, senior vice president, MMPI, will be working with the management teams of the California Gift Show, The Chicago Market and 7 W in the development, coordination, and implementation of all marketing efforts, which include advertising, special events, public relations, websites, direct mail programs, sponsorships, mailing lists, buyer relationships, directories and trade show cross-marketing for the industry.

Michael succeeds Craig Dooley, who was promoted to senior vice president, strategy and communications. Michael most recently served as director of marketing for tag, ltd., a giftware manufacturer.

“Nancy Michael has the rare ability to bridge left and right brain thinking,” said Ulrich. “She is hard driving, analytical and results orientated, while at the same time, she values building relationships, thinking creatively and pushing the envelope. She is a successful industry veteran and we are thrilled to welcome her to the MMPI team.”

Michael said, “I have had the pleasure of working with MMPI’s great professionals throughout my career in the gift industry and have already developed a number of strong working relationships. I look forward to the opportunity to bring my strengths to the MMPI

team and to the accomplishments we can achieve.”

[Home Textiles](#) [Home Decor](#) [Tabletop & Gifts](#) [News](#) [People On the Move](#)

Source URL: <http://www.hfnmag.com/home-textiles/mmpi-appoints-senior-marketing-and-strategy-director>

Links:

[1] <http://www.hfnmag.com/sites/default/files/Michael,Nancy.jpg>