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MMPI Hires Michael for Marketing

By GDA Staff -- Gifts and Dec, December 7, 2010

Chicago - Tradeshow management company [MMPI](#) hired Nancy Michael as senior marketing and strategy director for the gift and home decor industry, effective January 3, 2011. Michael will be based in Chicago where she will work directly with Trisha Schultz, marketing director, and the entire Chicago Market team, as well as coordinating and leveraging marketing activity across Los Angeles, Chicago and New York.

Michael will work with the management teams of the California Gift Show, The Chicago Market and 7 W on the development, coordination, and implementation of all marketing efforts, including advertising, special events, public relations, websites, direct mail programs, sponsorships, mailing lists, buyer relationships, directories and trade show cross-marketing.

Previously Michael served as director of marketing for tag ltd.

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