

**Marsha Flanagan, Vice President of Learning Experiences
International Association for Exhibitions and Events
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Marsha Flanagan is currently the Vice President of Learning Experiences at the International Association for Exhibitions and Events (IAEE), where she is responsible for all educational initiatives and CEM designation programs in the U.S. China, Korea, Mexico, Portugal, Singapore, Spain and Taiwan. She works with various committees, executive leadership and boards to identify member needs, design and executive learning experiences.

Prior to joining PPAI, Flanagan was the Director of Content Strategy and Development at the Promotional Products Association International (PPAI), where she was responsible for steering strategy and the development and delivery of all PPAI professional development and editorial offerings.

Flanagan spent 6 years in the medical industry serving in various roles overseeing operations, purchasing, revenue cycle management, marketing and business development.

Flanagan began her career with Meeting Professionals International (MPI) and spent 12 years in various roles including Executive Vice President of Professional Development where she oversaw operations, including all strategic partnerships, the design and delivery of all professional development offerings and meetings management.

Flanagan received her bachelor's degree from Texas Christian University and her Master in Education from the University of Arkansas specializing in Meeting, Tourism and Recreation Management.