

miMeetings Taps Linda McNairy as Chief Customer Officer

Proven Industry Senior Executive Joins miMeetings to Further Advance Customer Acquisition and Value

FT. LAUDERDALE, FL, UNITED STATES, May 13, 2025 /EINPresswire.com/ -- miMeetings, a leading provider of event ground services and solutions for corporate enterprises worldwide, is proud to announce that Linda McNairy, a proven leader in the meetings and events industry, has joined our executive team as Chief Customer Officer.

Linda joins with extensive experience in senior leadership positions, including American Express Meetings & Events, where she led global teams with strategies and growth plans, rolled out enhanced service models, and supported business results with a deep knowledge of strategic meetings management (SMM) principles. Adding her experience at StarCite (now Cvent) with building and nurturing industry partnerships and direct accounts, Linda brings a unique combination of global event services and technology in support of miMeetings' value proposition.



Linda McNairy, Chief Customer Officer, miMeetings

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Linda's enlightened approach to putting customers first has defined her throughout her career”
Evan Michaels

“We're excited to have Linda join us as we further innovate and advance the event ground segment of the meetings and events industry,” said Evan Michaels, Managing Partner of miMeetings. “Linda's enlightened approach to putting customers first has defined her throughout her career, and we're delighted to have Linda in this key role.”

Linda's passion for excellence while advancing possibilities that create value for corporate

leaders has been a hallmark trait over her career. "I've experienced first-hand the ground-breaking work that miMeetings has done in this category and I'm thrilled to join this team as we bring event ground solutions to the finest companies in the world."

As Chief Customer Officer, Linda will oversee our global approach to business development and will further define and expand our unique approach to deliver success to enterprise buyers and meeting professionals.

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About miMeetings

miMeetings is a technology and services enterprise solution to manage event ground globally. With patented technology, procurement best practices for sourcing ground and enterprise reporting that includes carbon emissions details, managing this category is now easily achievable. Our proprietary processes enable significant cost and time savings.

Evan Michaels

miMeetings

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