

Ellen Maiara, CMP, DES, CED

Tampa, FL

+1 813-666-7149

ellen@eventsolutionsmanagement.com

Dynamic, outcome-driven Fractional Chief Experience Officer with expertise in orchestrating complex, high-profile events, designing certification ecosystems for associations, and educating the next generation of Certified Meeting Professionals. Adept in leadership skills, project management, customer service, communication skills, and strategic planning. Recognized for exceptional interpersonal skills, decision-making capabilities under pressure, and innovative problem-solving in fast-paced environments.

Work Experience

Event Solutions Management, LLC

April, 2008 - Present

Fractional Chief Experience Officer

Tampa, FL

I lead Event Solutions as a strategic operator, advisor, and educator—working at the intersection of certification strategy, event operations, and professional development.

At an executive level, my role breaks down into three core functions:

Strategic Advisor to Certification-Driven Organizations

I work directly with executive teams to diagnose and redesign certification ecosystems. My focus is on aligning certification, continuing education, and events into a unified system that drives engagement, growth, and revenue. I help organizations move from fragmented programs to structured, scalable models with clear member pathways and measurable outcomes.

Head of Event Strategy and Operations

I oversee the design and delivery of complex event portfolios. This includes everything from high-level event strategy and experience design to operational systems, vendor strategy, budgeting frameworks, and onsite execution. I ensure events are not just well-run but intentionally designed to achieve business objectives and deliver ROI.

Educator and Industry Builder

Through Event Solutions Academy, I train and mentor meeting professionals—particularly those pursuing the CMP certification. I translate real-world experience into practical frameworks, test-taking strategies, and operational insights, helping professionals elevate their careers while raising the industry standard.

In essence:

I function as a fractional executive—bringing strategic clarity, operational discipline, and industry expertise to organizations while also developing the next generation of professionals who will carry that work forward.

ORAU

01/2023 - 06/2025

Event Planner, Procurement and Partnerships

Remote from Tampa, FL

At ORAU, I operated at the intersection of event strategy, procurement, and organizational partnership—helping the organization deliver high-impact meetings and conferences that aligned with broader business initiatives.

In this role, I managed a large portfolio of internal and external events while serving as a trusted subject-matter expert for meetings and events across departments. Working closely with marketing, communications, and leadership teams, I translated business goals into strategic event experiences that drove engagement, collaboration, and measurable outcomes.

One of my primary focuses was improving operational efficiency and financial performance across the event portfolio. Through disciplined planning, vendor strategy, and process optimization, I generated more than \$750,000 in cost efficiencies while supporting more than 65 events annually.

Beyond execution, I played an active role in strengthening the event planning infrastructure, introducing workflow improvements, refining planning processes, and mentoring team members to build stronger cross-functional collaboration.

This experience reinforced my belief that events are not simply logistics; they are strategic platforms that can influence communication, culture, and organizational performance.

BICSI

01/2005 - 01/2008

Manager of Operations, Professional Development

Tampa, FL

At BICSI, a global professional association serving the information and communications technology industry, I managed operations for the organization's professional development programs and events.

This role required coordinating an extraordinarily high volume of programs—more than 300 events annually—while ensuring consistency, quality, and fiscal discipline across the entire portfolio.

I led a team responsible for delivering these programs, providing coaching, performance management, and professional development to strengthen operational excellence across the department. Together, we focused on improving processes, increasing accountability, and aligning program delivery with the association's broader mission and member value.

Managing events at this scale demanded a system-oriented approach. I worked closely with internal teams to align budgets, resources, and operational workflows, ensuring each program delivered both educational value and a strong attendee experience.

This role was a defining chapter in my career, giving me the opportunity to lead teams, manage complex program portfolios, and refine the operational systems required to support large-scale association events.

HB Associates

01/2001 - 01/2005

Meeting Manager and DMC

Tarpon Springs, FL

At HB Associates, a destination management and conference services company, I worked with corporate and association clients to bring meetings and events to life from concept through execution.

This work required balancing creative vision with operational precision. Every program involved coordinating multiple vendors, managing production timelines, and ensuring that every logistical detail—from food and beverage to audiovisual production—supported the client's objectives and guest experience.

Working within the destination management environment provided invaluable experience in vendor strategy, contract negotiations, and onsite operations—skills that continue to shape how I approach event leadership today.

Education

Bachelor of Fine Arts in Theater Design/Technology with an emphasis in Stage Management

SUNY Purchase, Purchase, NY

Certifications

Certified Event Designer (CED) 12/2020 - Present

Certified Meeting Professional (CMP) 01/2005 - Present