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Top Skills

Meeting Planning
Attrition
Hospitality Industry

Certifications

Pandemic Compliance Advisor
(PCA) for Meeting & Event
Professionals
COVID-19 COMPLIANCE OFFICER
Certified Meeting Specialist

Kimberly Corbin, CDS, COVID- CO, PCA

Co-Founder, Owner & Managing Principal at Meeting Shields, LLC,
Pandemic Compliance Advisor (PCA), Covid-19 Compliance Officer
(COVID CO)

Atlanta

Summary

Kimberly Corbin transitioned to the convention production side of the hospitality industry in 2007, with already over 14 years of senior level experience in the hospitality & meetings industry from the ground up to C-Suite Executive Mgmt. Currently, Kimberly is the Co-Founder & Managing Partner for Meeting Shields, LLC, the largest 100% woman & minority owned full service protection & emergency management preparedness firm globally. The firm is home to the original, exclusive, protective supply equipment and services, customized & designed specifically for the entertainment, hospitality and educational industries. Kimberly also serves as Owner & CEO for Inside Out Hospitality Production, LLC in coordination with ConferenceDirect, a full service meeting planning firm.

EDUCATION:

As a graduate of Johnson & Wales University in Providence, RI, with Advanced Degrees in Hotel & Restaurant Management as well as Hospitality Sales & Executive Meetings Mgmt coupled with a minor in Hospitality Law & Global Perspectives, she is very capable & well versed in her field domestically as well as internationally.

EXPERIENCE:

Includes senior account management, national sales, cluster as well as regional sales representation for several intl. hotel & resort brands over the years such as: Hilton Hotels, Starwood Hotels, Intercontinental Hotels Group, & Dolce Hotels & Conference Centers, for which she handled executive level fortune 100 accounts in a range senior positions with a strong accent on contracting verbiage.

KIMBERLY'S EXPERTISE:

Centers in the areas of effective meeting planning, contractual negotiation thus limiting her clients monetary liabilities, as well as protecting them from a PR perspective. She also is an efficient, invaluable resource to her clients in the areas of creative event & meeting management for the corporate, non-profit, association, and gov't markets.

She is also involved in Georgia MPI Chapter, on the board for Southern Crescent Women In Business, & serves as Founder and President for the African American Hospitality Coalition Network (AAHCN), was recently accepted into Who's Who in Events, and is a board member for several organizations and non-profits.

HISTORY:

Originally from the NJ/NY area, Kimberly now resides in Metro Atlanta.

MAJOR CLIENT BASE INCLUDES:

- Major Television Network & Reality Production (conception to post production of event)
- Large Celebrity Event Production (total Mgmt of event)
- City Wide Convention Contracting & Production (5,000-15,000+attendees on peak)
- Intl & Domestic Corporate & Assoc. Base

Experience

Meeting Shields, LLC

Co-Founder & Managing Principal

January 2020 - Present (1 year 2 months)

Atlanta, Georgia, United States

Meeting Shields, LLC is a 100% woman & minority-owned business and the original providers for customized protective meeting solutions in the hospitality, entertainment, and educational sectors in a current and post pandemic world.

Offering fully tailored, made to order, quality products, services and solutions that provide safety and security for events and social settings, while delivering a piece of mind.

Our wide variety of unique shielding options, products, and services are customized precisely to your specifications, so you can focus on meeting your clients' expectation, and reinstating group production. Meeting Shields consists of 3 main divisions: 1:Products, accessories, and technology 2: social distancing consultation and strategy implementation 3: programming and partnership

Inside Out Hospitality Production Consulting, LLC

Managing Principal & Owner

January 2008 - Present (13 years 2 months)

As the owner and creator of Inside Out Hospitality Production Consulting, LLC , we aide and train hospitality professionals to best find solutions to working efficiently with professional meeting planners(corporate, association, government, , social and intermediaries). The training consists of several tracks that will guarantee ROI when the hospitality professional takes the course and learns how to effectively communicate & negotiate with meeting planners across all generational barriers, diversification, and personality classifications in order to build lasting beneficial business relationships.

ConferenceDirect

Global Account Director / Event Producer

2007 - Present (14 years)

Global

ConferenceDirect will secure the very best hospitality services for you. Because we book thousands of events worldwide each year, we've built solid international industry relationships. These associations are most beneficial when it comes time to negotiate. And because hotels compensate us directly, there is no cost to you for these services.

Provide expert oversight to various conference planning projects from introduction planning through final execution and post event follow up.

- Establish comprehensive event plans; manage venue assessment and selection, negotiation of concessions and contributions as well as organization of on-site logistics.
- Assume full responsibility in demonstrating coordination and management of the company.
- Ensure that all conference meetings and events are consistent with client strategy, positioning and budget.
- Plan convention events from senior-level Board meetings to city-wide conferences with more than 25,000 attendees.

Single Point of Contact
Site Inspection Assistance
Comprehensive Analysis
Savvy Negotiator
Worldwide Representation
Extensive Product Knowledge

InterContinental Hotels Group (IHG®)

Assistant Director of Sales

December 2004 - June 2007 (2 years 7 months)

(9person team) - Core Responsibilities include total account management for rate negotiations for (89) major accounts, total account responsibility for hotels top account, some to include, IBM, Coca-Cola, ING, Xerox, GE.... Also responsible for producing weekly and monthly reports, sales forecasts for assigned areas, participating in forecasting, goal setting, the annual budgeting and development of sales and marketing plans for team. Along with these responsibilities, maintaining relationships with officials and representatives of industry orgs. & companies, attending out-of-town conventions and trade shows, to promote new business and increase sales for hotel. (Goal: \$3.8 million) - Sales Person of the Year Award Winner 06', IHG Prospecting for Gold Award Winner 06' (Goals exceeded over 135% , increased rev par Q4) Promoted from Corporate Group Sales Manager - responsible for selling group during peak mid-week. Avg. goals exceeded by 75-135% each quarter. Major account responsibilities include major corp. headquarters accounts for ATL & NY & CA. (Excellence in Sales Performance Award (06), IHG Top Prospecting for Business Award Winner (05)

Hilton Hotels Worldwide, Starwood Hotels & Resorts, IHG Hotels & Resorts, Dolce Hotels & Resorts
National and Regional Director of Sales

1995 - 2007 (12 years)

EXPERIENCE:

Includes executive meeting planning, senior account management, national sales, cluster as well as regional sales representation for several international hotel & resort brands over the years such as: Hilton Hotels & Resorts, Starwood Hotels & Resorts, Intercontinental Hotels Group, & Dolce Hotels & Conference Centers and Resorts for which I handled executive level fortune 100 accounts in a range senior positions with a strong accent on contracting verbiage.

Areas of expertise with these organizations:

Site Selection

Meeting Planning (Corporate, Government, Association)

Site Inspections

On-Site Logistics

Revenue Maximization

Contract Negotiation

Travel Logistics

Sales

Marketing

Education

Johnson and Wales University

AS & BS, AS -Hotel & Restaurant Admin, BS - Hospitality Sales & Exec.

Meeting Mgmt, Minor - Hospitality Law · (1993 - 1997)

Holy Cross Preparatory Academy

High School Diploma · (1989 - 1993)