

# **VICTORIA YOUNES, CMP, VEMM**

## **Events/Marketing Consultant**

As the Executive Events Manager for Kaiser Permanente in the Mid-Atlantic States, Vicki manages both internal and member-facing events including large conferences, receptions, trade shows, ribbon-cutting celebrations, and educational workshops.

Vicki seamlessly pivots from coordinating with brick-and-mortar venues to creating totally virtual event environments on a variety of platforms, allowing Kaiser Permanente to reach a broader audience. She also leads the Mid-Atlantic regional volunteerism program, which works with Kaiser Permanente's community partners to strategically coordinate a diverse offering of events supporting our local communities. When she's not running meetings, Vicki enjoys cooking up fantastic meals for her family and watching her two boys play outside.

## **WORK EXPERIENCE**

Vicki was the lead line cook at the Sheraton Hotel in Columbia, Maryland for several years. Looking for a change in career, she worked her way up from receptionist and spent 10 years working as events manager for Nucletron, an international medical device company specializing in brachytherapy.

She honed her skills producing trade shows and conferences throughout North America before being hired at Production Resource Group, where along with several other high-profile events she helped produce the 2013 Presidential Inaugural Ball.

Her career continued as a senior account manager with Hargrove, where she was part of the team that created the Bud Light-branded "House of Whatever" at the 2015 Super Bowl.

## **EDUCATION**

Vicki holds certifications as a Certified Meeting Professional (CMP) and in Virtual Event and Meeting Management (VEMM). She also has a degree in professional cooking and baking and is currently working toward a bachelor's degree in business administration and marketing.