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Top Skills

Customer Interaction

Trade Shows

Business Development

Michael Cerami

Senior Exhibit Sales & Operations Manager (International)
Lorton, Virginia, United States

Summary

A seasoned trade show exhibit professional, ready to help your organization expand its reach and achieve new milestones both domestically and internationally.

The USA Security and Defense Pavilion is one of the most distinguished national pavilions at global military and defense trade shows. Participating in this pavilion boosts your chances for meetings, enhances your global visibility, and provides vital networking opportunities with influential decision-makers, key stakeholders, and visiting military delegations. Maximize your connections with essential military, government, and defense personnel by leveraging the resources offered by the Association of the U.S. Army and its partners.

Join us at the USA Security and Defense Pavilion and take your organization's reach to the next level. Contact me today to secure your spot and start making impactful connections!

Experience

Association of the United States Army
Senior Exhibit Sales & Operations Manager (International)
June 2013 - Present (13 years 2 months)
United States

AUSA
International Sales Manager
June 2013 - September 2023 (10 years 4 months)
Arlington, VA

Cerami Consulting
Business Development Consulting
August 2007 - June 2013 (5 years 11 months)

Sales, Marketing and Prospect Consulting for various Trade Shows and Conferences in many different industries. Communications to Broadcasting to Economic Development.

Biotechnology Industry Organization

Sales Representative

November 2012 - May 2013 (7 months)

Washington, DC

There are a variety of reasons to exhibit with BIO. The quality of attendees are unparalleled and the networking opportunities are endless. BIO provides you with the tools to access and target the leads you need. An investment in exhibiting at BIO will pay off all year long. The 2012 BIO International Convention hosted a good mix of first-timers and repeat attendees.

Team Lightbulb

Freelance Sales

April 2010 - June 2012 (2 years 3 months)

Vienna, VA

Turret Middle East- Abu Dhabi Week

Account Manager via work with NAB

2010 - 2011 (1 year)

Tradeshow Exhibit Sales

Target

Remodeling

2009 - 2010 (1 year)

Adding PFresh into Target

Lightbulb Communications

Account Manger

2008 - 2008 (less than a year)

Tradeshow Sales Consultant

C4 Events

Director of Global Sales

March 2006 - October 2006 (8 months)

Vienna, VA

CTIA

Director of Sales

May 1998 - January 2006 (7 years 9 months)

Exhibit Sales and Sponsorships

PCIA

Account Manager

1996 - 1998 (2 years)

Education

University of Mary Washington

Bachelor of Science, Business