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**MYB Welcomes Kevin Hinton, MBA to Leadership Team as Executive Vice President of Strategy**



CHICAGO, Ill. July 27, 2018: Minding Your Business (MYB) is pleased to welcome Kevin Hinton, MBA to the Leadership Team as Executive Vice President of Strategy. This new position will continue to build MYB's capabilities in data-driven strategy for associations, destination marketing organizations and hospitality industry members. In this role, Hinton will serve as a client project strategist while also leading the strategic services team to discover and adopt forward-thinking, innovative approaches that will drive long-term success for clients.

Hinton's deep expertise and intimate industry knowledge make him an invaluable asset to both MYB and its clients. With over 20 years of leadership experience, his career has been punctuated by his passion for helping mission-driven organizations advance. To this end, he has led organizations to success across the full spectrum of roles: CEO of Hinton+Grusich; EVP of Associated Luxury Hotels International (ALHI); CEO of Society for Incentive Travel Excellence (SITE); and Chairman of the International Board of Directors for Meeting Professionals International (MPI). It is this unique multifaceted perspective that will enhance delivery of strategic solutions for clients, keeping in mind the diverse stakeholders so often involved in making important strategic decisions. Hinton's entrepreneurial spirit and natural leadership skills have guided his success and are sure to complement the MYB team.

In his own words, Hinton is excited to hit the ground running. He most looks forward to helping clients navigate uncharted territory: "I have always enjoyed strategy work, especially when it comes to aligning teams around the key questions of what success looks like, what business they do, and who they serve." He also looks forward to contributing as a leader of the MYB team, continuing the organization's trajectory of success while also contributing his know-how to discover new opportunities and sharpen the business.

Having a longstanding relationship in the industry, MYB Leadership is eager to welcome Hinton to its ranks. MYB CEO Max Suzenaar emphasized, "We are excited to add a fresh perspective and level of experience to our team. We know Kevin will bring new ideas, energy, relationships and perspective on what the possibilities can be for MYB clients." Hinton added, "I am grateful to be here and to be part of work that has a lasting impact on people and organizations."

#### ABOUT MYB:

Minding Your Business (MYB) is a strategic agency focused on growing organizations, engaging target audiences, and expanding reach. For over 20 years, MYB has collaborated with associations, destination management organizations and hospitality industry partners to help them evolve, uncover new opportunities and optimize their offerings. MYB's proprietary NEW THINK<sup>SM</sup> approach fully explores custom qualitative and quantitative data to deliver unparalleled and thoroughly substantiated vision. Tapping into the diverse experience and deep expertise of the team, MYB's engagements serve to advance organizational objectives and set a foundation for success into the future.