



**Drew S. Holmgreen**  
**Vice President of Brand Engagement**  
**Meeting Professionals International**

As the Vice President of Brand Engagement at Meeting Professionals International, Drew uses his nearly 20 years of strategic leadership and conceptual thinking to reinforce that “when we meet, we change the world”.

With a B.A. in Advertising from the University of Texas at Austin, Drew started his career at McCann-Erickson and followed a path that took him to Proof Advertising, TM Advertising and, most recently, Belmont Icehouse, where he grew a small boutique agency into a highly recognized creative powerhouse.

His experience includes development and implementation of marketing strategies for some of the world’s most-reputable brands ranging from 7-Eleven to Mattress Firm, Bell Helicopter and Texas A&M. Much of his career has been spent driving ground-breaking and record-setting efforts within the hospitality space on clients like Texas Tourism, Austin CVB, Hilton, La Quinta and Radisson. Along the way, Drew has helped rack up success stories for every client he’s worked with and global awards in every medium (from television to print, digital, experiential and beyond).