



MELISSA POSH

Melissa Posh is the Trade Show Manager at AMI. She has had several years experience representing food and beverage businesses at trade shows worldwide. Melissa conducts market research on behalf of AMI clients, determines target markets based on a customized strategic business plan, and provides a comprehensive sales lead report upon completion of each trade show.

Melissa's career began in the baking industry in 1991 for *Bakery Production and Marketing (BP&M) Magazine*. Initially, she assisted the publisher. She then created a classified advertising section for the publication. She was then recruited by the publisher of BP&M to launch a start up magazine which they named *Baker's Exchange*.

Having enjoyed great success at both publications for 12 years, Melissa decided to venture into the fashion industry. Melissa was sought after by Nicole Oden, the founder of *Spa Eleven* (www.eleven.com). Melissa and Nicole founded *Hautie Pants* (www.hautiepants.com) – a fashionable line of diaper covers and t-shirts for toddlers.

Melissa's combination of baking, food, fashion and international business experience make her ideally qualified to manage the multitude of trade shows AMI conducts annually on behalf of its clients. She has a working knowledge of French.

Melissa has enjoyed a successful personal life, as well. She sits on the board of directors and is the event planner for The Ed Posh Scholarship Fund (www.edposh.com) which has raised nearly a million dollars to provide high school students scholarships to college. She also organizes a week long Cookie Bake event that produces 10,000+ that are delivered to local charities and homeless shelters each holiday season. Melissa has also completed seven Marathons (including qualifying and running The Boston Marathon) and three Triathalons.

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