



PROFESSIONAL CLUB MARKETING ASSOCIATION

Sue Tinnish, Ph.D., is a seasoned hospitality professional with a diverse background in hospitality and business with specific skills in leadership, formulating strategy, managing change, building teams, and delivering on strategic and tactical projects.

Most recently, she worked as a Senior Strategist at Minding Your Business (MYB). MYB works to develop relevant, meaningful and sustainable approaches to strategic planning, branding, marketing/communications strategies, customer/member initiatives, plus helping organizations engage with their audiences through re-engineered meetings and events. Their primary customer base is hospitality organizations, associations, destination marketing organizations with a smattering of corporate clients.

Prior to that Dr. Tinnish served as the dean of the Kendall College School of Hospitality Management and the International School of Business. As Dean, she oversaw and managed all aspects of the Schools including faculty and curriculum selection, assessment and program direction. She served as a member of Kendall's academic leadership team. Initially joining Kendall as a faculty member, Dr. Tinnish taught courses on leadership, organizational behavior, sustainability, meeting management and human resource.

She started working in the hospitality industry after leaving a successful career in financial services (corporate sales). She concentrated in meetings and events. She served as President of the Meeting Professionals International (MPI) Chicago area chapter and was recognized by her peers with numerous awards including being inducted into the Chapter Hall of Fame.

She is a highly regarded thought leader in the hospitality industry. Dr. Tinnish is a frequent speaker at industry conferences and events. Beyond her contributions to the Hotel Executive, some of her recent publications include: Embedding Sustainability into a Hotel: One leader's view of the creation of a Corporate Social Responsibility (CSR) program, co-written with Dr. Kevin Lynch appearing in *Sustainable Hotels: Exploring the Opportunities for Value Creation*, Greenleaf Publishing, 2016. Also appearing in the same book is her chapter, A Strategic Decision Framework for Hotel Managers Embarking on a Sustainable Supply Chain Management Initiative. She also contributed two chapters (Designing the Meeting Experience and Strategic Meetings: Aligning with Organizational Priorities) to *Professional Meeting Management: A Guide to Convention, Meetings and Events*, 6th edition. She is also an ongoing contributor to Hotel [Executive.com](https://www.hotelexecutive.com/author/765/Susan-Tinnish) (<https://www.hotelexecutive.com/author/765/Susan-Tinnish>).

Dr. Tinnish earned her PhD from Benedictine University in Lisle, Illinois. She holds an M.B.A. with a concentration in finance and marketing from University of Chicago's Booth School and a B.S. in communication studies from Northwestern University.

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