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# Samantha James

## *Business Operations Manager*

Samantha James joined NEIW PCC in 2016 as the Meeting and Events Planner, managing NEIW PCC's conferences, commission meetings, and staff events, until transitioning into her current role as the Business Operations Manager in 2018.

Samantha is responsible for NEIW PCC's operational and information-technology procedures, data management, registration practices, vendor and facility oversight, and system implementation in the Lowell headquarters office.

She works closely with others on the senior team to develop and enact workplace policies and standard operating procedures, and to ensure her team effectively and efficiently strengthens NEIW PCC's events, processes, and day-to-day operations.

Samantha supervises the administrative and events staff in the Business Operations Division, provides direct support to the Executive Director, and coordinates initiatives among NEIW PCC's seven divisions. She works closely with the Executive Committee and Commissioners, planning and executing EC&C meetings, maintaining commissioner files, and providing governance and correspondence assistance.

Beginning in 2018, Samantha co-led NEIW PCC's strategic planning and rebranding efforts, which launched in April of 2020. A new venture for NEIW PCC, this included vendor management, stakeholder communications, and ongoing incorporation of the final product into NEIW PCC's website, messaging, and both public-facing and internal materials.

Prior to joining NEIW PCC, Samantha worked for a Destination Management Company (DMC) in Boston, Mass. She has an extensive background in hospitality, process development, and project management.

### **Education:**

B.S., Business Administration, Salem State University

### **Membership:**

New England Society of Association Executives

