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July 22, 2022

Ellen Tucker Promoted To Vice President Of Revenue And Expositions

PPAI is pleased to announce the elevation of experienced industry professional

IRVING, Texas (July 22, 2022)– PPAI is pleased to announce the promotion of Ellen Tucker, CAE, to Vice President of Revenue and Expositions.

In her role, Tucker will be working across all departments to ensure the Association’s revenue goals are met and opportunities to generate revenue to fund the Association’s efforts for the industry are identified and optimized. Tucker will directly lead PPAI’s Business Development department, responsible for supplier membership and non-dues revenue, as well as the Expositions department, responsible for PPAI’s in-person and virtual tradeshows including the industry’s leading tradeshow, The PPAI Expo. In this comprehensive leadership role, Tucker will also take an active role in PPAI’s overall membership strategy as well as driving forward the mission and vision of the Association.

“I’m so fortunate to work for such an amazing organization,” says Tucker. “People from my team make the tough days easier, and the best days better.” She continues, “No matter where you work, it’s so easy to get caught up in the day-to-day, but I enjoy stepping back and realizing that my team and I have a real impact on growing the businesses of our membership, and that is so rewarding.”

Tucker’s impact has been significant at PPAI, including consistently driving non-dues revenue increases and market-share growth. In 2020, when Covid-19 impacted the industry significantly, she was able to make strategic decisions that benefitted members, including collaborating with other departments to facilitate a virtual tradeshow, PPAI Expo Direct-2-You in 2021. The show engaged over 14,000 industry professionals and was 84% more profitable than an average virtual event. Most recently, she helped move the industry forward with the return of The PPAI Expo in January 2022.

“Ellen has shown tremendous leadership skills in more than eight years with PPAI,” says Dale Denham, PPAI President and CEO, “In addition, she has been critical to our ability to nimbly navigate the challenging times we faced as an organization.” He continues, “I’m gratified we are able to recognize her contributions with this promotion as well as give her opportunity to create an even bigger impact.”

Tucker graduated from Austin College in Sherman, Texas with a bachelor’s degree in business. Her previous experience includes key roles at Mohanna Sales Reps, an organization focused upon generating non-dues revenue for trade associations. She enjoys travel, exploring cultures both domestic and abroad, and sports, namely soccer and the Green Bay Packers. If she had to choose a promotional product personality, it is the multi-tool, so she’d always have the right tool at the right time.



ABOUT PPAI

Promotional Products Association International is the world's largest and oldest international not-for-profit promotional products association with a 113-year history of serving a membership, that has grown to more than 15,000 corporate members, and advocating for the \$25+ billion promotional products industry with its more than 33,700 businesses and more than 500,000 professionals. For more information <https://ppai.org>.

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