**Bio:**

Sally Webb Berry, CSEP is the Founder and Chief Executive Officer of The Special Event Company in Raleigh, NC. The company has produced events in over 25 countries since its formation over 32 years ago in London, and has been recognized for the past 3 years as one of the *Top 50 Global Event Companies* by Special Events Magazine

TSEC has won many international awards for their work and Sally’s personal accolades include *International Event Producer of the Year* from Event Solutions Magazine, *Lifetime Achievement Award* from the UK chapter of ILEA, the *Steve Kemble Leadership Award* for outstanding contributions to the Special Event Industry and in 2018 received the highest accolade of *Lifetime Achievement Award* at The Special Event Show.

Sally is a regular lecturer on event management across the globe at industry conferences and universities.  Before moving to the US in 2005, Sally was a founding member and former President of ILEA in the UK.  She is also founder of the AEP, Academic Event Professional Conference, now in its 13th year as one of the leading professional development forums for campus planners.

In 2012, Sally founded *Teen Cancer America* with *The Who’s* Roger Daltrey & Pete Townshend*,* a non-profit which delivers support services and facilities to teen cancer patients throughout North America.

Sally is the currently the Chair of the CSEP revamp taskforce, and lives in Cary with her husband Grant Berry, who is a professional caddie on the PGA Tour.