

Biography

Drew McCartt, Senior Vice President Event Marketing Strategies

In July 2001, Drew McCartt joined Event Marketing Strategies (EMS), an experiential marketing firm based in central Ohio that has been delivering results for the past 30 years. McCartt assumed the role of Senior Vice President at EMS and today has more than 23 years of diverse experience in corporate sponsorships, strategic and event marketing, fundraising, and non-profit administration. He oversees relationships with a significant corporate client base; manages the sales program for properties represented by EMS including managing the strategic planning and development of marketing programs for clients, events and corporate prospects, develops new business and sponsorship programs for the Ohio State Fair and FairAmerica; and assists in managing the day-to-day operations of the firm. Major corporate accounts include AEP Ohio, Pepsi-Cola, Nationwide Insurance, Kroger, among many other regional and international companies representing millions in sponsorship and event marketing participation.

Prior to joining EMS, McCartt was the senior director of corporate alliances at COSI Columbus where he managed a team responsible for all activities related to establishing and maintaining COSI partnerships with corporations, foundations and public organizations. During his 13 years at COSI, he developed the current corporate sponsorship and promotion program, which is recognized as one of the finest among national peer institutions. During his tenure, the sponsorship program grew from \$325,000 to more than \$2.3 million annually.

A native of Monroe, Ohio, McCartt received a Bachelor of Science in Natural Resources from the University of Tennessee in 1984, as well as a Master of Science in Natural Resources Administration from The Ohio State University in 1988. He speaks nationally and internationally on the topic of maximizing event marketing efforts on behalf of properties and corporations, and he has been a columnist on the subject with *Business First* publications. McCartt has been recognized locally, statewide and regionally for his extensive accomplishments and awards related to his volunteer contributions, leadership and fundraising efforts for the American Heart Association, Hilliard Education Foundation, Boy Scouts of America, and 4H. He was honored as an *Outstanding Community Volunteer* with a Jefferson Award and *Columbus Heroes Award* in 2009, a "Volunteer of the Year" finalist by *The Columbus Dispatch* in 1994, and a "Forty-Under-Forty" honoree by *Business First* in 1999.

McCartt, his wife Gwen, and children Molly and Sean, reside in Hilliard, Ohio.