



**For Immediate Release**

Cathy Planchard, APR  
Allison & Partners Public Relations  
480-776-6414  
[Cathy@allisonpr.com](mailto:Cathy@allisonpr.com)

## **HelmsBriscoe Names Shawn Pisani as Director of Industry Relations EMEA**

**Scottsdale, Ariz. (June 8, 2010)** — HelmsBriscoe, the global leader of independent site selection and RFP services for the meetings business, announced the appointment of Shawn Pisani as Director of Industry Relations EMEA. Pisani will be based in Europe and will support the company's supplier partnerships within the EMEA region—currently HelmsBriscoe's fastest growing division.

Pisani is an accomplished sales leader who brings a vast amount of experience and also has an exceptional reputation within the industry. Pisani joins HelmsBriscoe from Corinthia Hotels, where he has held numerous positions over the past sixteen years, including most recently Director of Products and Services. During this time, his responsibilities included management of the MICE client accounts as well as the creation and implementation of Corinthia's various signature services and programs.

"Shawn's strong reputation and experience in the industry will be invaluable to our efforts to work more strategically with our international partners to meet the needs of our collective clients," stated Roger Helms, founder and CEO of HelmsBriscoe.

"I've worked closely with Roger and his team for many years and have always admired their capabilities and values. This organization sets itself apart because of their genuine desire to deliver exceptional value through highly personalized service," said Pisani. "That commitment to service, coupled with the organization's unmatched buying power is a powerful combination. I am absolutely delighted to now be part of this great team."

### **About HelmsBriscoe**

[HelmsBriscoe](#) is the global leader of independent site selection and RFP services for over 9,000 corporate, association and government clients that plan off-site meetings and conferences. HelmsBriscoe associates accelerate the decision making process for meeting planners by researching hotels and other meeting venues that match their clients' criteria, negotiating rates and concessions by leveraging its volume purchasing power, and facilitating the contracting process. Founded in 1992, HelmsBriscoe offers the industry's most respected network of procurement specialists, with more than 1100 associates spanning 36 countries.

###