



**Beau Ballin**, Commercial Leader, is responsible for leading CWT's strategic vision for meetings & events in the Americas, ensuring that innovative ideas meet client needs now and in the future. Beau is an industry veteran with over 15 years of experience in delivering meetings, incentives and virtual events. His work and client programs have received global recognition from SITE, CMI25, and Incentive Magazine. He plays an active role in industry roundtables and advisory boards for several leading hotel chains and currently sits on the Digital Task Force for SITE the Society for Incentive Travel Excellence.