



Beth Hassell Thompson

EXECUTIVE LEADERSHIP | EXPERIENCE STRATEGY | ORGANIZATIONAL GROWTH

Executive Profile

Executive leader with 12+ years driving experience strategy, large-scale event portfolios, customer engagement, and organizational growth for national networks of companies generating \$1M–\$50M+ in annual revenue. Known for building high-impact, white-glove experiences that drive measurable growth in engagement, retention, and brand loyalty. Proven leader of cross-functional teams and scalable systems that elevate service delivery and operational performance. Experienced in start-ups, private equity environments, post-acquisition integration, and cross-functional leadership. Trusted partner to C-suite executives, known for building alignment, exercising independent judgment, and bringing a strategic, people-centered perspective to complex business challenges.

Key Achievements

- Oversaw \$1.5M+ annual experience portfolio, improving cost efficiency and vendor performance
- Designed and implemented end-to-end member journey strategy increasing engagement and retention
- Developed White Glove Service Training Program adopted across member companies
- Scaled national event portfolio to 650+ attendees, 90 exhibitors, and 30+ speakers

Professional Experience

Vice President of Experience Jan 2023 – Present

CORE Group — Austin, TX | Remote

- Direct enterprise-wide experience and member journey strategy across a national network, aligning engagement initiatives with revenue growth, retention, and brand positioning.
- Direct a \$1.5M+ annual experience and event portfolio, leading vendor strategy, contract negotiations, and partnerships to improve cost efficiency and service quality.
- Lead a 10-person cross-functional team, driving operational efficiency, accountability, and execution consistency across programs.
- Partner with C-suite leadership on strategic planning, organizational growth, and enterprise-wide initiatives.
- Created and scaled an enterprise-wide White Glove Service Training Program, establishing consistent service standards across member companies.

Senior Director of Events | Feb 2022 – Jan 2023

CORE Group- Austin, TX / Remote

- Directed event operations during a critical growth phase, scaling systems and processes to support national expansion
- Improved execution workflows and team alignment, increasing efficiency and consistency across all events

Senior Event Manager | Mar 2020 – Feb 2022

CORE LOGIC/COTALITY RESTORATION + REPAIR

- Managed end-to-end execution of large-scale industry events across multiple markets
- Led annual conferences for 500+ attendees, overseeing logistics, programming, and vendor coordination
- Managed \$1M+ event budgets, ensuring cost control while maintaining high-quality execution

Event Manager | Feb 2018 – Feb 2020

COTALITY RESTORATION + REPAIR / NEXT GEAR SOLUTIONS

- Executed corporate and client-facing events, strengthening brand presence and customer experience
- Managed logistics, vendor partnerships, and on-site execution for multiple concurrent events

Executive Coordinator | Oct 2014 – Feb 2018

COTALITY RESTORATION + REPAIR / NEXT GEAR SOLUTIONS

- Supported post-acquisition integration across five company acquisitions, aligning teams, operations, and organizational processes.
- Partnered with marketing to align events with go-to-market strategy and brand positioning
- Collaborated with executive leadership and private equity partners during acquisition and growth phases

Contact

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Education

Bachelor of Arts in Education
Delta State University
Womens Tennis Team

Leadership

1. Empathy
2. Strategic
3. Developer
4. Activator
5. Includer

Skills

- Executive Leadership & Strategy
- Customer & Member Experience Strategy
- Private Equity & Acquisition Integration
- Organizational Integration & Change Management
- Cross-Functional Leadership
- Operational Scaling & Process Improvement
- Revenue Growth & Sponsorship Strategy
- Experience & Event Portfolio Strategy
- Strategic Partnerships & Contract Negotiation
- Financial & Budget Management

Thought Leadership

- Regular podcast guest and contributor across industry media platforms
- Active participant in leadership and industry events
- Regular column on White Glove Service in #1 industry publication, C&R Magazine