



Mim Goldberg, CME President

Mim Goldberg, CME, is president for Marketech. As president, Mim works closely with Marketech clients to identify and design appropriate trade show and convention planning, training and measurement initiatives that meet each client's specific needs and objectives. Through her efforts, clients gain important information, insights and actionable recommendations that drive performance improvement.

Mim has been a part of Marketech since its inception in 1985. She served as Marketech's vice president of training from 1988 to 1995, when she transitioned into the role of president. Mim is an expert in exhibit-based marketing and also spent more than 20 years as a professional educator prior to joining Marketech. This unique combination of experience and skills enables her to develop innovative and motivating seminars, workshops and other training solutions for Marketech clients. Nationally recognized as one of the most effective exhibit staff trainers in the industry, Mim is a frequent presenter at industry events including EXHIBITOR, TS2, and Event Marketing Summit.

Mim earned her Bachelor of Arts degree in Education from American University. In addition, she earned her Certified Manager of Exhibits (CME) certification from the Trade Show Exhibitors Association (TSEA). She is an active member of Health Care Exhibitors Association (HCEA) and the International Association of Exhibits and Events (IAEE).