

Bruce M. MacMillan, CA
President and CEO
Meeting Professionals International

Bruce MacMillan, CA was appointed president and chief executive officer of Meeting Professionals International (MPI) in December 2006. He leads MPI's global community of more than 24,000 members and staff who occupy offices in Europe, Singapore, Qatar, and Canada in addition to the United States. MacMillan manages an \$18 million annual budget, while overseeing all membership programs and services and working closely with MPI's International Board of Directors to guide and realize the organization's vision and mission. He also serves as liaison to the MPI Foundation, which powers the vision of MPI through advancement and investment in the meetings and events industry.

Before assuming his current role with MPI, MacMillan worked extensively within the MPI organization. He served as the association's vice president of marketing and digital services for more than two years prior to joining Tourism Toronto and also has served as a past-chair of the MPI Information Technology Committee. He was also a member of MPI's Toronto chapter for many years, where he won the prestigious President's Award in 2004.

Formerly with the Toronto Convention and Visitors Association as president and chief executive officer, MacMillan helped develop and implement several major initiatives to fuel that association's growth, including the establishment of a new private sector funding mechanism, the development of strategic partnerships with municipalities, and the creation of a new branding platform.

He also worked for Tourism Vancouver – the Greater Vancouver Convention and Visitors Bureau for 11 years as vice president of sales and market development, responsible for convention and corporate meetings, tourism, and travel and incentive sales marketing.

Earlier in his career, MacMillan served as chief operating officer for Ad2Media.com, a Vancouver-based business-to-business Internet venture, and as the executive director for the Vancouver Whistler 2010 Bid Society, where he was responsible for developing and executing all aspects of Vancouver-Whistler's successful Canadian 2010 Winter Olympic bid.

In 1998, MacMillan completed a 12-month secondment to the Vancouver Whistler 2010 Bid Society where he served as executive director, developing and securing the Canadian 2010 Olympic Winter Games. Bruce has also worked in international financial management consulting and has spent time in a special events capacity at Expo 88 in Brisbane, Australia.

Born in Vancouver, he graduated from the University of British Columbia with a Bachelor of Commerce degree and received designation as a Chartered Accountant with Arthur Andersen in 1985. He also attended Cornell University in Ithaca, New York, for post-graduate study in 1996 -1997.

MacMillan serves on several industry boards including the Advisory Board for the School of Tourism and Hospitality at the University of Guelph. He also chairs the Convention Industry Council's Task Force on Sustainability and Responsibility.