

# MOE SOMANI



## **BOOKJANE** **SENIOR VICE PRESIDENT,** **GROWTH & STRATEGY**

As the SVP of Growth & Strategy, I lead the team and work directly with the Owners, Operators, and C-Level executives in Senior Living to demonstrate the value that technology can bring to automate their staff scheduling, call-out and communications to overcome the administrative time, stress and burden to fulfill open shifts with their internal staff.

**What skill and or experience will you bring to the committee?**

From 1998-2016, I was the founder of SOHO Business Group where we produced 4 annual conferences nationally and over 15 B2B networking events and social events. My responsibilities included:

- Lead the sponsor/exhibitor/attendee experience and programming for the events
- Attracted major sponsors and exhibitors
- Prepared the sponsor recognition packages
- Developed the event marketing activities to drive attendance, sponsors and exhibitors
- Create a "Wow Factor" and experience that is memorable for all that attend

Now being in the Senior Living and Healthcare space, I can bring my event management, sales and marketing experience to enhance the BCCAPA conference experience

**How many BCCPA Conferences have you attended?**

1