



Don Schmid

Manager, Meeting & Conventions,
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Don Schmid is currently the Manager, Meeting & Conventions for Hospira Corporation, a specialty pharmaceutical and medication delivery company. In this position, he will be responsible for development, planning, and execution of Hospira's convention strategy. Don has a wealth of brand and event experience and was the cover story to the debut issue of Event Marketing magazine. For the last three years, Don was the Director of Global Events for GE Healthcare where he managed the strategy of over 500 annual medical tradeshows and events globally. Prior to GE, he spent 20+ years with the DaimlerChrysler Corporation as Director of Global Event Marketing where he managed experiential automotive events. Don also has experience in the not-forprofit segment as the Executive Director of Hot August Nights classic car and rock music festival in Reno, Nevada and President of The Parade Company in Detroit. Don is a recognized industry leader and regularly presents on the subject of Event Marketing. He holds an MBA in Marketing, a BA in Economics and Management, and is a Professional Certified Marketer.