

Sherrif Karamat, CAE
Chief Operating Officer - PCMA

Sherrif Karamat, CAE, BAS, MBA is the Chief Operating Officer of the Professional Convention Management Association (PCMA). An industry leader in the business events industry, Karamat previously served as the Vice President of Business Sales and Services for Toronto Convention and Visitors Association (Tourism Toronto).

In his role as COO, Karamat is a key member of the executive team of PCMA and is currently leading the development PCMA's global strategy to inspire, connect and innovate with the World's Business Events Industry. In addition, his responsibilities covers all of PCMA's major revenue streams including strategic partnerships, Convene, Memberships, customer acquisition, and PCMA's integrated media platforms, technology and data intelligence. As part of Karamat's strategy for global development he consults with various national governments on the meetings, conventions and the business events industry.

Karamat has served on various boards around the world including Reed's Advisory Boards for ibtm World and ibtm America. He is currently on the Sydney Advisory Board and is as a director on the Destination Marketing International Association Foundation Board.

Karamat is a life-long learner and in addition to completing his Bachelor of Administrative Studies (BAS) and MBA, he has completed various post graduate certificate programs at Wharton School of Business; Kellogg School of Business; University of Chicago; Harvard Business and Law School he completed a program on Strategic Negotiations for Senior Executives; and most recently a program at MIT on data intelligence and big data.