



Name: Lana Aleixo
Occupation: Director of Event Sales
Planner or Supplier:
Current Employer: Topgolf

How did you get your start in the industry?

My first job out of college was at MTV in the Music Marketing & Events department in 1998. I started as an Executive Assistant and did exactly what I was told: answer phones, emails and process expenses. Six months later I was promoted to coordinator and found myself on a plane to Edinburgh, Scotland to work my first event. Me, two contest winners I had never met before and Jeffrey Donovan (from the movie, *Book of Shadows*). My job was to make sure the winners had time with Jeffrey, and that Jeffrey was having a good time. This became my life for the next nine years, coordinating and executing on-brand experiences with winners and celebrity/music talent.

How many years have you been in the industry?

I've created and executed events throughout my entire career. After MTV, I shifted gears to work as a Client Relations Manager for the New York Jets. In this role, I was given the opportunity to pilot events for season ticket holders with the goal of bringing added value to their gameday experience. It was another chance for me to create a one-of-a-kind experiences for people to engage with the brand and the team. These platforms were designed to help the organization maintain relationships with its season ticket holders throughout the entire calendar year. It took me a few seasons to get right, and I'm happy to say some of the programs are still in play today.

What is your favorite thing about our industry?

I love connecting the dots with people. That's why Topgolf Edison was the perfect next step for me. There is no shortage of meeting new people and the energy our venue has is contagious! It's the first time I am close to the action every single day I come to work. I can open the door from our Event Sales office and there are parties going on right in front of me! Being able to help drive these experiences with my team is simply awesome.

What is the best career advice you've received?

My dad has always encouraged me to speak up and ask questions. The worst thing anyone could ever say would be "no."

If you were not in this industry, what would you be doing right now? Helping my husband with his family business.

If you woke up tomorrow as an animal, what animal would you choose to be and why?

Funny, Topgolf asked me a similar question when I was interviewing. A mermaid. I think it would be fun to travel the seas and explore the world below us. (The movie *Splash* had a big impact on me when I was younger!)

If you could live anywhere on this planet and take everything that you love with you, where would you choose to live? Portugal. My husband's family is from there and every time we visit I am transported to living a simpler life. We don't have many friends out there so our cell phones are off. The cities and beaches are beautiful and it seems as though he has family everywhere we go. We're also always eating. If we're not eating we're talking about what we're going to eat next!

What is your all-time favorite movie? Ferris Bueller's Day Off. It was the first movie I went to see alone with my friends.

How long have you been a member of MPI? Since May 2017.

What do you love about MPI NJ?

I love how genuine everyone is towards one another. When Topgolf Edison hosted the chapter in May I saw people greet each other as if they were family. That's when I knew this was a group for me.

What are you most excited about in joining MPI NJ?

I'm really looking forward to attending more events and meeting new people this fall!