



Michelle Crowley
Vice President, Global Growth and Innovation
PCMA

Michelle Crowley oversees regional brand development and content outreach as PCMA's Vice President of Global Growth and Innovation. Crowley's responsibilities include overseeing acquisitions and operations in Asia Pacific (APAC) and Europe, Middle East and Africa (EMEA).

She leads PCMA's global growth strategy by evaluating and identifying how the organization can deliver value to its members through new and existing business models.

Crowley began her career at PCMA and continues to work with global travel brands, build strategic relationships and partnerships with key markets and design year-round engagement campaigns. She has held various positions at PCMA including Senior Director of Global Strategy and Manager of Global Development.

Crowley is an MBA candidate at the Kellogg School of Management at Northwestern University. She received her bachelor's degree from University of Illinois at Urbana-Champaign.