



## **Carrie Freeman Parsons**

*Chair Elect*

Carrie is Chair of the Board of Freeman, the world's leading partner for integrated marketing solutions for live engagements. Since 1927, Freeman has provided customers with integrated experiential marketing solutions for expositions, conventions, corporate events and exhibits. Headquartered in Dallas with 98 offices throughout the Americas, the UK and Asia Pacific, Freeman produces more than 17,000 events annually, including 56 percent of the 250 largest U.S. tradeshows. Carrie is the third generation of her family to be actively involved in the business and is leading the charge to educate the next generation about the skills needed to make the business, and the world, a better place.

After joining the company in 1985 as an account executive, Carrie held various positions of increasing responsibility in sales, marketing and leadership. Named Chair of the Board for Freeman in 2019, Carrie continues to focus on the company's culture and strategic planning. In 2013, Ernst & Young jointly awarded Carrie their Entrepreneur of the Year Award for the Southwest Area along with Don Freeman, Chairman, and Joe Popolo, CEO. Carrie was an executive champion for the creation of the Freeman Women's Development program, FWD, which has 1,275 members across the globe. Freeman was recognized by Forbes Best Employers for Women in 2020.

Active in professional and civic organizations, Carrie serves on the board for the VisitDallas and Conscious Capitalism, Inc. A passion of hers is Girls Inc of Metropolitan Dallas, where she has served as Chair and is now on the GIMD Foundation Board. She is a member of the board of Texas Women's Foundation.

Carrie holds a bachelor's degree in marketing and management from Baylor University, and lives in Dallas with her husband, Steven, and children, Olivia and Major.