

Lana Cramer joined SSP Executive Team



Lana Cramer

[SSP America](#) has promoted Lana Cramer to the Executive Team in the newly created position of Vice President of Brand Strategy and Communications.

Reporting into Michael Svagdis, Chief Executive Officer of SSP America, Cramer will collaborate with senior organizational leaders across SSP Group to develop and implement an integrated and comprehensive communications strategy designed to share the SSP brand story with key internal and external stakeholders.

Cramer joined SSP in 2014 and previously served as a member of the company's successful Business Development team responsible for achieving ambitious corporate growth. Her responsibilities included management of corporate sponsorships, face-to-face engagement activities and production of a complex proposal and presentation program. During her tenure, SSP America has become known in the aviation industry for producing events which engage stakeholders and emphasize the company's unique culture.

Before joining SSP America she was in the tradeshow and meetings industry where she served in marketing and communications roles developing an expertise in creating compelling corporate events, exhibit programs and sponsorship strategies as well as working with sales teams to drive corporate growth. She most recently worked at the renowned trade show, events and exhibits company [Hargrove](#) located in Lanham, Maryland which specializes in large-scale national and global events. She worked at the [Walter E. Washington Convention Center](#) in Washington, DC for more than a decade in a series of progressively responsible roles culminating as the Director Marketing and Public Relations during which time the organization built a new convention center which opened in 2003.

Svagdis added, “We’ve made the important decision to elevate the communications role to the executive level given the importance we place on engaging effectively with our stakeholders which includes our current and prospective team members. Our goal is to capitalize on Lana’s creativity and proven track record of launching new initiatives in order to build a robust communications program we see as vital to our ongoing growth and ever-present focus on building a strong culture.”